

# ADVERTISING



2 marks

1. Define advertising:

According to definitions committee of the american marketing association, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor?"

According to Philip Kotler, "Advertising is non-personal form of communication conducted through paid media under clear sponsorship."

According to Jones, "Advertising is a sort of machine-made mass production method of selling which supplements the voice and personality of individual sales man."

2. Write any two characteristics of advertising.

(i) elements of advertising:

i). It is non-personal communication to specific audience consumers.

ii). It is a paid form of communication by an ~~one~~ identified sponsor.

- iii). It may be visual, spoken or written.
- iv). It presents the message about product availability in the market.
- v). It is the promotion of ideas, goods and services.
- vi). It is a general term used for any and all types of publicity.
- vii). It stimulates sales or patronage for the product.
- viii). It helps indirectly for positioning the product in the market.
- ix). It carries the message of the manufacturer or the seller to the target audience for which it is intended.
- x). It is an essential form of communication for introducing a new product in the market.

Remarks:

1. What are the objectives of advertising:
- According to Huggins and Mitchell, "the purpose of advertising is to sell goods, services or ideas to a large group of prospective purchasers."
- 1). Preparation of ground for sale of new product.
  - 2). creation of demand

3). Education<sup>ng</sup> the consumers and the users.

4). Building up brand image and brand loyalty.

5). Facing the competition

6). Informing about the changes to the consumers and the users.

7). Forcing middlemen to handle the products.

8). Neutralising competitors advertising

9). Exchange goodwill of the firm

10). Assisting salesmans effort

11). Maintenance of demand

12). Rationalizations for buying.

### Preparation of ground for sale of new product

When a new product is to be introduced in the market, advertising is necessary.

The potential consumers can be informed only by means of advertisement. In this way advertisement may be used for

Preparing a ground for the sale of a new product.

## creation of demand:

Another main objective of advertisement is to create demand for a product or service. Advertising creates a favourable atmosphere for maintaining or improving sales. Customers are regularly reminded about the product brand etc.

## Educating the consumers and the users.

Another objective of the advertisement is to educate the consumers and the users about the uses and utility of the product. Unless information reaches the consumers and the users they cannot decide and make good choice.

## Facing the competition:

The producer informs the consumer about the price, quality and availability of the product. Sometimes group advertisement are done which eliminate the competition almost completely.

## Exchanging goodwill of the firm:

The objective of advertising is also to enhance goodwill and reputation of the firm in the minds of middlemen, consumers and the

users. In this context, constant and repeated advertisement are great importance.

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### Maintenance of demand:

The objective of advertising is not only to increase the demand but also to maintain the demand of existing or products.

### Rationalizations for buying:

The objective of advertising is also to provide rationalizations for buying to the buyers so as to make right selection of the product needed by them.

Q. List out various characteristics of advertising.

- i). It is non-personal communication to specific audience consumers.
- ii). It is a paid form of communication by an identified sponsor.
- iii). It may be visual, spoken or written.
- iv). It presents the message about product availability in the market.
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- vi). It is general term used for any

and all types of publicity.

vii). It stimulates sales or patronage for the product.

viii). It helps indirectly for positioning the product in the market.

ix). It is an essential form of communication for introducing a new product in the market.

3). Write growth, history, origin, development of advertising.

### Origin, growth and evolution of Advertising:

It is often erroneously assumed that advertising is of recent origin. Actually, advertising is as old as civilisation itself. It has the longest history. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. It is said that advertising started in Egypt about one thousand years before Christ. It was taken up later by the Greeks and Romans. The Greeks who took a prominent part in politics used advertising and publicity to the maximum. Extent

in their electioneering campaigns. The greek states were organised as city states and elections to these city republics were conducted in the same manner as elections to the modern legislative. It was during this time that the greeks made use of various methods of publicity. Similarly, there are evidences to suggest that romans practised advertising. Romans made use of advertising and publicity in conquering various countries. Publicity was made in the form of cries of vendors in the streets, and announcement by drummers, though its scope was limited. With the fall of roman empire, there was setback in the use of advertising and publicity.

The next stage in the evolution of advertising was the use of signs as a visual expression of the trademans function as well as the means of locating the source of goods. This method is still in common use.

### Development of Advertising:

The potentialities of advertising multiplied when the handpress was invented at the end of the 15th century. By <sup>h</sup>sakespeare's time printers had made their evidence and there is

evidence to prove that advertising had assumed the function of fostering demand for existing products. Another important development at this time was emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclosed their sponsorship by companies intent on generating goodwill for their activities.

1). The industrial production led to mass production on account of use of machines and necessitated, the need to advertising for selling the same.

2). Increasing literacy was also responsible for the development of advertising media.

3). The advent and development of advertising agencies in the beginning of the 20th century gave impetus to the rapid development of advertising.

4). Today advertising has developed into a very powerfull mass media of communication.



4) What are the economic functions of advertising

Advertising is productive since,



i). It provides necessary information to consumer so as to satisfy his wants.

ii). It gives the consumer a feeling of safety that he is purchasing a right product.

iii). It tends to stabilise prices.

iv). It helps in bringing down the prices.

v). It enables the consumer to satisfy more wants and thus to increase his standard of living.

vi). It enables large-scale production by widening the extent of the market for goods.

vii). It increases the profits of the enterprise.

viii). It helps in reducing cost of production and distribution.

5) what are the commercial functions of advertising.



From the practical point of view, commercial function means to stimulate the sale of goods and services. Increased sales may be accomplished by selling to more people or by selling in greater quantity to people who are already customers or by both. Advertising creates a favourable climate towards the goods which facilitates <sup>to</sup> sale. Advertising stimulates demand, develops brand preference, maintains old customers, attracts new customers, introduces new uses of a product, helps the salesmen, dealers, the prospective customers etc. Advertising helps in eliminating or lessening seasonal fluctuations in demand.

6) List out social functions of advertising

Advertising performs several social functions by influencing the social life. Advertising touches the life of people quite intimately. Advertising

1). makes the people more happier, healthier, better citizens, and more industrious.

ii) helps to combat diseases and overcome ignorance, illiteracy and superstitions.

iii). makes more popular, and universal the use of inventions, such as automobiles, radio, television, tape-recorder, and household appliances.

iv). By stirring up peoples wants, makes them active and hopeful, and spurs them to seek more satisfaction that they would otherwise miss.

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7). What are the psychological functions of advertising.

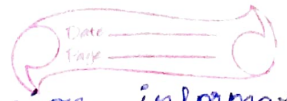
Every advertiser is supposed to be an amateur psychologist. Hence advertising assumes several psychological functions.

The important psychological functions are,

i). To secure initial attention of the prospective buyer through the use of mechanical devices such as contrast, size, position, arrangements, colour, isolation from competing appeals.

ii). To impel action for buying it. This is achieved through vivid appeals to wants, desires and impulses.

iii). To direct action in desired channels. This is done by convincing arguments, suggestions, persuasion, information etc.



iv). To develop brand loyalty. This is accomplished by display of the name in such a way that it will be linked with the satisfaction of wants and associated with the ideas of dependability, prestige courteous service, incentives and the like.

10 marks.

1). What are the functions of advertising.

1). Primary functions

2). Secondary functions

primary functions

commercial functions

Economic functions

commercial functions:

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sales may be accomplished by selling to more people or by selling in greater quantity to people who are already customers or by both advertising creates a favorable climate towards the goods which facilitates sale. Advertising stimulates demand, develops brand preference, maintains old customers, attracts new customers, introduces new uses of a product, helps the salesman, dealers, the prospective customers etc. Advertising helps in eliminating or lessening seasonal fluctuations in demand.

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### Economic functions:

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- ii). It gives the consumer a feeling of safety that he is purchasing a right product.
- iii). It tends to stabilise prices.
- iv). It helps in bringing down the prices.
- v). It enables the consumer to satisfy more wants and thus to increase his standard of living.

vi). It enables large scale production by widening the extent of the market for goods.

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vii). It increases the profits of the enterprise.

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### Secondary functions:

Psychological functions

social functions

miscellaneous functions

### Psychological functions:

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iv) To develop brand loyalty. This is accomplished by display of the name in such a way that will be linked with the satisfaction of wants and associated with the ideas of dependability, prestige, courteous services, incentives and the like.

v) Raises standard of living of the public by instigating the desire to purchase better and qualitative goods at reasonable.

### Social functions:

Advertising performs several functions by influencing the social life. Advertising touches the life of people quite intimately.

Advertising

i). makes the people more happier, healthier, better citizens and more industrious.

ii). helps to combat diseases and overcome ignorance, illiteracy and superstitions.

iii). makes more popular and universal the use of inventions, such as automobiles, radio, television, tape-recorder and household appliances.

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### Miscellaneous functions:

Besides the above, advertising also performs the following functions.

i). It increases the per capita use of the product by constant repetition on advertisement.

ii). It helps the enterprise to secure better employees, executives, salesman, workers etc.

iii). It increases the confidence and morale of the workers by development the feeling that they are working in a reputed enterprise where their jobs are not only secured but also wide promotion amenities.

iv). It assists the salesmen in increasing sales and boost up their morale.

2). Define advertising explain nature and scope of advertising.

### Definitions:

According to Jones, "Advertising is a sort of machine-made mass production



method of selling which supplements the voice and personality of individual salesmen."



### Nature of advertisement :

Advertising is a non-personal paid method of mass communication which is aimed at promoting ideas, goods and services by an identified sponsor. It is done both by the commercial and non-commercial organisations. Advertising is gaining importance at a very rapid speed in different sectors of economy. That is why it is being used both by the public and private sectors. The communications in advertising is very speedy, permitting an advertiser to speak to millions of prospective customers in a few hours only. We may discuss the nature of advertising under the following major heads:

### Advertising is an art :

Advertising has been recognised as an art because the creative function of advertisement very much depends upon the creativity of the individual. The creation of the copy of advertisement includes its messages, theme, design, layout, use of combination, on colours, symbols, pictures, illustrations etc. It is an art

on which the success or failure of advertising campaign depends.

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### Advertising as a science:

Advertising is a developing science where the study planning, organising, directing, and decision making is undertaken. Various principles, techniques, methods, strategies of advertising are developing as per needs of the society. With the study of these techniques a successful and effective advertising is progressing. Different media of advertising are developing a very fast speed.

### Advertising is persuasive:

Advertising is persuasive in the sense that is persuasive the prospects to buy a certain product at a certain price from a specified place. Persuasive advertising is the inevitable companion of industrialisation. Persuasive advertising finds the market and keeps the wheels of the industry turning by maintaining constant demand of the product. The persuasive aspect of advertising must perform these five functions if it is to succeed. These are

1). To inspire conviction

- ii). TO attract attention
- iii). TO command interest.
- iv). TO create desire.
- v). TO provoke action.



Advertising is multipurpose:

Advertising is multipurpose. Advertising is done by commercial and non-commercial organisations, political and non-political organisations, social and non-social organisations, groups and individuals.

Scope of advertising:

The scope of advertising is increasing day by day. In the scope of advertising we study those activities which are included and conducted under advertising. Those main activities are as follows.

- i). Evaluation and development of different media of advertising.
- ii). Selection of suitable advertising media in accordance with the nature of production and size as well as field of the enterprise which can stimulate the sales amongst the present and prospective customers.

iii). Mass communication of users, manufacturers, etc.

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iv). Providing support to the dealers, distributors, wholesalers and the sales force.

v). Maintenance and development of brand image and loyalty amongst the customers. It also develops loyalty to the enterprise.

vi). Promoting the overall image of trust, confidence and respect for the organisation amongst those who are closely related with the enterprise, such as: shareholders, creditors, government, customers and the general public.

vii). Increasing the area of advertising from local to regional, national and international fields.