



Evaluation of Advertising the Products

Ramakrushna Chandaka

Research Scholar,

Andhra University

Waltair Junction, Visakhapatnam, Andhra Pradesh 530003, India.

Abstract

The objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stage that is not paid for by the sponsor.

On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organisation and or its products idea service etc. that is transmitted to a target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously.

Introduction

Advertising:

The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto" meaning towards and "verto" meaning. "I turn" literally specific thing" [1-4].

Simply stated advertising is the art "says green." Advertising is a general term for and all forms of

publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device [3]. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy".

Advertising has been defined by different experts. Some of the quoted definition are:

American marketing association has defined advertising as "any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. The medium used are print broad cast and direct [7].

Stanton deserves that "Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual openly, sponsored message regarding a product, service, or idea. This message called an advertisement is disseminated through one or more media and is paid for by the identified sponsor.

Advertising is any paid form of non – personal paid of presentation of ideas goods or services by an identified sponsor [5].

Advertising is a "non- personal paid message of commercial significance about a product, service or company made to a market by an identified sponsor.

Cite this article as: Ramakrushna Chandaka , "Evaluation of Advertising the Products", International Journal of Research in Management Studies, Volume 3 Issue 7, 2018, Page 1-4.

In developing an advertising program, one must always start by identifying the market needs and buyer motives



and must make five major decisions commonly referred as 5M (mission, money message, media and measurement) of advertising [6].

Functions of Advertising

For many firms advertising is the dominant element of the promotional mix – particulars [8] for those manufacturers who produce convenience goods such as detergent, non – prescription drugs, cosmetics, soft drinks and grocery products. Advertising is also used extensively by makers of automobiles, home appliances, etc, to introduce new product and new product features its uses its attributes, pt availability etc.

Advertising can also help to convince potential buyers that a firm's product or service is superior to competitor's product in make in quality, in price etc. it can create brand image and reduce the likelihood of brand switching even when competitors lower their prices or offer some attractive incentives [9].

Advertising is particularly effective in certain other spheres too such as :

- i) When consumer awareness of products or service is at a minimum.
- ii) When sales are increasing for all terms in an industry.
- iii) When a product is new and incorporates technological advance not strong and.
- iv) When primary buying motive exists.

It performance the following functions:

- i) Promotion of sales
- ii) Introduction of new product awareness.
- iii) Mass production facilitation
- iv) Carry out research
- v) Education of people.

TYPES OF ADVERTISING

Broadly speaking, advertising may be classified into two categories viz., product and institutional advertising.

- a) Product Advertising

The main purpose of such advertising is to inform and stimulate the market about the advertisers products of services and to sell these. Thus type of advertising usually promote specific [10], trended products in such a manner as to make the brands seem more desirable. It is used by business government organization and private non-business organizations to promote the uses features, images and benefits of their services and products. Product advertising is sub-divided into direct action and indirect action advertising, Direct action product advertising wages the buyer to take action at once, ice he seeks a quick response to the advertisement which may be to order the product by mail, or mailing a coupon, or he may promptly purchase in a retail store in response to prince reduction during clearance sale.

Product advertising is sub-divided into direct & indirect action advertising & product advertising aims at informing persons about what a products is what it does, how it is used and where it can be purchased. On the other hand selective advertising is made to meet the selective demand for a particular brand or type is product.

b) Institutional Advertising:

It is designed to create a proper attitude towards the sellers to build company image or goodwill rather than to sell specific product or service. Its purpose is to create a frame of mind and to implant feeling favourable to the advertisers company. Its assignment is to make friends for the institution or organization.

WHY & WHEN TO ADVERTISE

Advertising as a tool to marketing not only reaches those who buy, but also those whose opinions or authority is counted for example a manufacturer of marble tiles and building boards advertises not only to people who intend to build houses but also to architect and engineers. While the manufacturers of pharmaceuticals products advertise to doctors as well as to the general public. At time it is necessary for a manufacturer or a concern to advertise things which it does not sell but which when sold



stimulates the sales of its own product [11]. There are concerns like electric heaters, iron etc. because the use of these increases the demand for their products.

Advertising should be used only when it promises to bring good result more economically and efficiently as compared to other means of selling. There are goods for which much time and efforts are required in creating a demand by sending salesman to prospective buyers than by simply advertising them. In the early days of the cash register in America it was sold by specially trained salesman who called on the prospective users and had the difficult task of convincing them that they could no longer carry on with the old methods, and that they urgently needed a cash register. In our country certain publishers have found it less costly to sell their books by sending salesman from house to house among prospective buyers than to advertise them. In these two examples the cost of creating demand would be too high if attempted by advertising alone under such circumstances advertising is used to make the salesman acceptable to the people they call upon to increase the confidence of the public in the house. Naturally when there are good profits competitors will be attracted and they should be kicked out as and when sufficient capital is available by advertising on a large scale. Immediate result may not justify the increased expenditure but it will no doubt secure future sales.

DESIGNING ADVERTISING CAMPAIGN

Advertising is an organized series of advertising messages. It has been defined as "a planned, co-ordinate series of promotional efforts built around a central theme and designed to reach a specified goals." In other words, it is an orderly planned effort consisting of related but self – contained and independent advertisements. The campaign may appear in one more media. it has single theme or keynote idea and a single objective or goal. Thus, "a unified theme of content provides psychological continuity throughout the campaign while visual and oral similarity provide physical continuity. In short run, all campaign want pre-determined psychological

reaction in the long run, practically all campaigns have sales goal [12].

The series of advertisements used in the campaign must be integrated with the sales promotional efforts and with the activities of the sales force.

STAGE IN ADVERTISING CAMPAIGN

Several steps are required to developed an advertising campaign the number of stages and exact order in which they are carried out may vary according to an organisations resources, the nature of its product and the types of audiences to be reached. The major stages/step are:

1. Identifying and analyzing the advertising.
2. Defining advertising objects.
3. Creating the advertising platform.
4. Determining the advertising appropriation.
5. Selection media plan.
6. Creating the advertising message.
7. Evaluating the effectiveness of advertising.
8. Organizing of advertising campaign.

REFERENCES

- [1]. Aquinas P.G. (2009), "Attribution and individual Decision Making", Organisational Behaviour, third reprint, Excel Books, 59-76.
- [2]. Assmus Gert, Farley John U and Lehmann (1984), "How Advertising Affects Sales: Meta Analysis of Econometric Results", Vol XXI (February), 65-74.
- [3]. Best, J. R., Hawkins, D. I., & Coney, A. K. (2003). Perception. Consumer Behaviour
- [4]. Brown Steven . P, Homer Pamela . M and Inman J. Jeffrey (1998), "A Meta Analysis of Relationships between Ad- Evoked Feelings and Advertising Responses", Jouurnal of Marketing Research, Vol XXXV (Feburary), 114-126.



International Journal of Research in Management Studies

A Peer Reviewed Open Access International Journal
www.ijrms

[5]. Building Marketing Strategy, Tata McGraw Hill Publishing Company Ltd., 284-313.

[6]. Business, World. (2005), “ Consumer Psychographics”, The Marketing White Book, 99-128.

[7]. Chunawalla S.A, Sethia K.C (2009), “Advertising Effectiveness”, Foundations of Advertising Theory and Practice, Himalaya Publishing House, Seventh Revised Edition, 642-660.

[8]. Churchill, G. A. (1979), “ A Paradigm for Developing Better Measures of Marketing Constructs”, Journal of Marketing Research, Vol XVI (February), 64-73.

[9]. Danaher Peter J, Bonfrer Andre and Dhar Sanjay (2008), “The Effects of Competitive Advertising Interference on Sales for Packaged Goods”, Journal of Marketing Research, Vol XLV (April), 211-225.

[10]. Houston Michael J, Childers Terry L and Heckler Susan E (1987), “Picture- Word Consistency and the Elaborative Processing of Advertisements”, Journal of Marketing Research, Vol XXIV (November), 359-69.

[11]. Karunakran. K (2009), “ Buyer Behaviour(Consumer Behaviour) Marketing Management Second edition, Himalaya Publishing House, 55-76.

[12]. Kempf Deanna .S and Smith Robert E (1998), “Consumer Processing of Product Trial and the Influence of Prior Advertising: A Structural Modeling Approach”, Journal of Marketing Research, Vol XXXV (August), 325-338.