

ADVERTISING AND PROMOTION FOR INCLUSIVE GROWTH OF PRODUCT AND SERVICES

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ABSTRACT

Advertising is bringing a product or service to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. In another way we can say “advertisement is any paid form of non-personal presentation of ideas, goods, and services through an identified sponsor”. Promotion keeps the product in the minds of the customer and helps simulate demand for the product. Promotion involves ongoing advertising and publicity. Advertising is a creating a market for the product. Without advertising the product may not be launched or sold in the market. Creating awareness through advertisement becomes a common practice for the organization it is common practice that the advertisement expenditure is a hidden expenditure for the product promotion. Advertisement is a creating a value for the product in the competitive market. Improper promotion of the product may lead to the failure for the product in the market. Quality, quantity and design will not create a value but advertisement gives value with creative interest on the product for buying it. AIDA (attention, interest, desire and action) is most important for any type of product advertisement. Interest and awareness creation is possible only with the advertisement. Media selection play vital role in the promotion activities of the product and services in the market.

KEY WORDS: *AIDA, Advertising, Creating awareness, Media selection*

INTRODUCTION

ADVERTISMENT any paid form non personal presentation of goods and services by an identified sponsor

PROMOTION: Promotion keeps the product in the minds of the customer and helps simulate demand for the product. Promotion involves ongoing advertising and publicity. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

MARKETING: Marketing is the wide range of activities involved in making sure that continuing to meet the needs of customers and getting value in return. Marketing is usually focused on one product or service. Thus a marketing plan for one product might be very different than that for another product. Marketing activities include “inbound marketing”.

Such as market research to find out what groups of potential customers exist, what their needs are, which of those needs we can meet, how should meet them etc. Inbound marketing also includes analyzing the competition, positioning new product or service and pricing products and services. Outbound marketing include promoting a product through continued advertising, promotions public relations and sales

IMPORTANCE: The importance of the article is, total concentration is on the advertising and promotion which will become one of the important activities of the marketing department in any type of the organization. The success of the marketing is totally confined to promotion activities, here I have concentrated on what are the different types of advertising and promotional activities available and how efficiently utilizing them by the various organization its effects on the sales the company's turnover.

OBJECTIVE: The Objective of the study is the how the advertising and promotion is helping the sales of one's product, what are the main constraints in advertising, mainly concentrating on

- The effect of advertising on the sales of various organizations.

Discussing the various advertising and promotion activities are following by the various companies. The total expenditure spent on advertising and promotion the effect of sales

Advertising is a form of communication intended to persuade an audience to purchase or take some action upon products, ideals, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest is much too powerful a tool to use solely for commercial purposes."

Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it. "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

Esfandiari (2012) in their research "the role of advertisement and sales promotion in creating equity" compared this role in two house wares companies of Sony and Samsung. Generally, usable results of research shows that advertisement through dimensions of brand awareness, brand associations, perceived quality and brand loyalty positively impacts brand equity. Yoo et al. (2000) examined the impact of some mix marketing elements (quality promotion, advertisement, store image and distribution coverage) on equity. In this research, the relationship between selective elements and dimensions of equity was examined. Then, these dimensions are related to equity. Usable results indicated that frequent price raise leads creating equity, whereas high advertisement costs increases equity (ibid).

TYPES OF ADVERTISING

DIGITAL ADVERTISING

The television commercially is generally considered the most effective mass-market advertising format, as it reflects by the high prices TV networks charge for commercials airtime during popular television events. The majority of television commercial features a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics.

RADIO ADVERTISING

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and thus to a receiving device. Airtime is purchased from a station or networks in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

ONLINE ADVERTISING

Online advertising is a form of promotion that uses the internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Covert advertising also know as guerrilla advertising, is when a product or brand is embedded in entertainment and media.

PHYSICAL ADVERTISING

Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the display add, which is a larger as that typically run in an article section of a newspaper.

Bill board advertising

Bill board advertising is large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motors and pedestrians traffic, however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placements of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye catching displays promoting a specific product, and advertisements in such places as shopping carts and in store video displays.

Celebrity branding in advertisements

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities shares there favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endure a brand can have its downsides, however one mistake by a celebrity can be deter mental to the public relations of a brand.

CURRENT TRENDS IN ADVERTISING

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the internet and the theory of the long tail, advertisers will have an increasing ability to reach specific audiences. In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customers profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies marketing products. Among others, Comcast spotlights are one such advertiser employing this method in their video on demand menus. These advertisements are targeted to a specific group and can be viewed by anyone wishing to find out more about a particular business are practice at any time, right from their home. This causes the viewers to become proactive and actually choose what advertisements they want to view.

GLOBAL ADVERTISING

Advertising has gone through five major stages of development domestic, export, international, multinational, and global for global advertisers, there are four, potentially competing, business objectives that must be balanced when developing economies of scale in the creative process, maximizing local effectiveness of ads, and increasing the companies speed of implementation. Born from the evolutionary stages of global marketing are the three

primary and fundamentally different approaches to the development of global advertising executions exporting, producing local executions, and importing ideas that travel.

ROLE OF ADVERTISING AND SALES PROMOTION IN MARKETING

Advertising also explained in terms of the four roles it plays in business and society is Marketing, Communication, Economic, and Social.

Sales promotion

Sales promotion is another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotion includes things like contents and games, sweepstakes, product give ways, sample coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

Marketing is the process a business uses to satisfy consumers needs and wants through goods and services. The tools available to marketing include the product, price, place and promotion. Marketing also include a method for communicating this information to consumers called marketing communication. Marketing communication consists of several related communication techniques, including advertising, sales promotion, public relation, and personal selling. Communication role, advertising is a form of mass communication. It transmits different types of market information to buyers and sellers. In the market place. Advertising both informs and transforms the product and services by creating an image that goes beyond straight facts. Advertising reduces the price elasticity of demand. Advertising also has a number of social roles. It informs about new and improved products teach how to use these innovation. It helps to compare the products and features and make informed consumer decision.

FUNCTIONS OF ADVERTISING AND SALES PROMOTION

PROVIDE PRODUCT AND BRAND INFORMATION

Advertising providing the relevant information that will aid decision making is still the main function of advertising. The information given depends on the needs of the target audience.

PROVIDE INCENTIVES TO TAKE ACTION

In most instances, consumers are reluctant to change established behavior. Even if they are somewhat dissatisfied with the current product or service, a habit has been established and learning about a new product is deemed difficult. Advertising provide the consumer with reasons to switch brands by presenting reasons through graphics.

PROVIDE REMINDERS AND REINFORCEMENT

It is amazing how much advertising is directed at current customers. Consumers forget why they bought a particular brand of products. Advertisement and sales promotion remind the consumer constantly about the brand, products its benefits its value etc.

ETHICS IN ADVERTISING AND SALES PROMOTION

When advertising decisions are not clearly covered by a code, a rule, or a regulation, someone must make an ethical decision, and make a value judgment about an unfamiliar situation. These kinds of decisions are complex because there is no clear consensus about what constitutes ethical behavior. We should develop personal standards of what is right and wrong so that we will be less likely to be unethically. We should not promote the product as we like we should explain everything about product the consequences of usage. Selling of the product is not only thing the organization should look, it also should take the importance of consumers interest and health constraints.

SOCIAL RESPONSIBILITY

Advertising and sales promotion can also be used in a positive way as a tool to improve society. Illustrations of such efforts are public service announcements for a good cause that run free on broadcast media. Companies, government agencies, and nonprofit organizations can also use advertising to communicate about the social programs and motivate their target audiences to respond called **social marketing**. The advertisement can be used to create awareness like AIDS, Cancer, Tuberculosis, polio other type of the diseases, causes and effects, controllable measures and type of the activities they have to follow clearly explain through the promotional activities.

WOMAN IN ADVERTISEMENT AND SALES PROMOTION

The portrayal of women in advertisements has received much attention over time. Initially, critics complained that ads showed women as reoccupied with beauty, household duties, and motherhood. But now days women is showing in advertisement without any reasons, unnecessary exposing in the ads given more important unethical advertisement showing women advertisements like blades razors which are belong to men. In sales promotion they use women exploitation in selling and other activities of the marketing. This will be minimized in product advertising and promotion activities.

CONCLUSION

Advertisement and sales promotion is one of the important activities of the marketing. Without this selling of the product become impossible to any type of the product. In modern era people is not having time to search for the products what they need and want. .It becomes important to every organization to promote their products through advertisement. Creating awareness among the people in particular segment is necessary, even though the product is superior quality over the competitors if promotion is not their it may leads to the failure. Creation of awareness among people is not only important we have to educate them through various activities of the marketing. Sales promotion is one of the important tool of the market through with we can promote the various product by offering discounts and coupons, and offerings like one for one or one for two items. This will help the organization for mass production and mass distribution and mass selling, to enable them for optimum utilization of available resources. Sales promotion will not help in increase of the sales but awareness of the products. Through sales promotion we can explain the quality of the product and innovative feature of the products over competitors in the market. Advertisement and sales

promotion some time have negative impact in the market. It is important to the organization when ad given the product should and must available to consumers near to their residence otherwise, they will forget the product, in near future they may not ask the product, or may not interested to go for the said product. So, available of product near to the consumers according to their need will have the impact on the sales. Previously advertisement and sales promotion are used for the promotion of the product and services only, but in modern market it helping in discharging social responsibility and ethical valued among the marketers and market. Without advertisement and sales promotion it is impossible to sell goods and services to ultimate consumers in the market. It helps indirectly in the growth and awareness of the goods and services or inclusive growth of the product and services indirectly. Some have the opinion that it wills the cost of the product. It is wrong statement, because through advertisement we come to know the quality of the product and innovative products and other features otherwise we may not know the reality of the products at all. So advertisement and sales promotion indirectly helping in inclusive growth of the products and services, and growth of the organization in particular market, sometimes we may have edge over the other competitive products which are offered by the competitors in the market

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