CONTEMPORARY ADVERTISING: ISSUES AND FUTURE SCOPE

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Abstract
The main objective of the study is to measure the impact of contemporary advertising. The study aims at measuring paradigm shift in the pattern of advertising.With growing competition in the market place as well as customers becoming better informed and more choosey, it is imperative that marketing communication of the right kind are made to the right group of target customers. Thus, advertising has acquired the distinction of being the most visible and glamorous method of marketing and communication. Some of the major marketing and communication functions performed by advertising today include informing, entertaining, persuading, influencing, reminding, reassuring and adding value to the product or service being advertized. Advertising demand of a product helps in increasing the sale volume and leads to increase in profile of the companyOne of the finest market strategy, market researcher and teacher has once remarked that Marketing is not addressing the issues of growth and market expansion. True, growing markets and converting non-users call for new product – price performance combinations, and the slaughter of holy cows like gross margin norms. Marketing hasn't been able to meaningfully engage top management on these issues. Instead, it agrees to unrealistic targets, hoping that a combination of voodoo and celebrity advertising will somehow make up for affordability and acceptability problems.

Introduction- what does the word "ADVERTISING" brings to mind? Television, Radio advertisements? Newspapers and magazine advertisements? Outdoor signs, banners, posters or wall painting? Retail shop display? Yes all this is advertising and much more. It consist of all those activities which are undertaken to present a non personal, oral or visual message about a product, services or even a Company to a group of people. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, and an art form, an instrument of business management, a field of employment & a Profession. Above all advertising is a BIG BUSINESS.

Advertising is Telling & Selling
Meaning of Advertising
When a marketer or a firm has developed a product to satisfy market demand after thoroughly analyzing the market; there is a need for establishing contact with the target market to eventually sell the product. For mass selling, mass contact establishing is required which means that the marketer is interested in reaching a large number of people so that his product may receive optimum exposure. The best way to reach this mass market is through advertising which is one of the means of mass communication. Advertising only helps in selling. Marketers and firms engaged in selling their products and services throughout the country and or in other nations are fully aware of the necessity and importance of advertising. But one thing may be well understood that advertising by itself cannot sell the product. Advertising is not a panacea that can restore a poor product or rejuvenate a declining market. It only helps in selling through the art and business of persuasive communication. Through advertising one can attain short term objectives such as increase in sales, as well as long term objectives such as bringing behavioural changes in the attitude of the present and prospective customers
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Definition of Advertising
How advertising works, requires a definition of what advertising is

- "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about – product services and ideas by identified sponsors through the various media"
- "Advertising is bringing a product (or services) to the attention of potential and current customers. Advertising typically done with signs, brochures commercials; direct mailing or e-mail messages; personal contact etc".
- Advertising is simply a way of selling something in the most effective method possible Good advertising creates sales and not just attention.
- Advertising is any paid from of non- personal presentation and promotion of ideas goods or services by an identifiable Sponsor.

The definition has used certain words or phrases that need some elaboration. Analysis of each element of the definition follows:-

Paid Form: "…Paid for…" is pretty straight forward. If an ad is created and placed in the media, the costs of creation and time or space in the media must be paid for. Favorable publicity projects, product services or idea in any media is considered informative and useful for the audience. For publicity no payment is made by the benefited organization. The paid aspects of

the definition reflects the facts that the space or time for an advertising message generally must be bought. There are occasional exceptions to this and that is why in one of the above mentioned definitions the word used are "usually paid for" for example: many magazines newspapers & other media voluntarily donate space and time and also prepare the ads for public service announcements and social causes The fact is that all ads might not be paid for though they require total effort by men & women who create them.

"Non – Personal"

First, what is "non- personal"? There are 2 basic ways to sell anything: personally & non – personally. Personal selling requires the seller & the buyer to get together. There are advantages & disadvantages to this-

1st Advantage-Time

The seller has time to discuss in detail everything about the product. The buyers have time to ask questions, get answers, examine evidence for or against purchase.

2nd Advantage-Personal Touch

The seller can see you (the person he is selling to). He can see your face, see how the sales message is getting across. If you yawn or your eyes shift away, you're obviously bored and the seller can change approach. He can also see if you're hooked, see what features or benefits have your attention & emphasize them to close the sales.

3rd Advantages – Locating Potential Buyer's:- Finally the seller can locate potential Buyers

Disadvantage : Personal selling result in more rejections than sales, and can be nerve –racking, frustrating, expensive, labour – intensive, time consuming and ego destroying for the sales person.

From the above, it appears that personal selling is much better than advertising which is non-personal. This is true; advertising has none of the advantage of personal selling

Then why bother with advertising? Because its advantages exactly replace the disadvantage of personal selling and can emulate some of the advantages-

1st Advantage – Advertising has, comparatively speaking, all the time in the world. Unlike personal selling, the sales message & its presentations does not have to be created on the spot with the customer watching.

It can be created in as many ways as the writer can conceive, be rewritten, tested, modified injected with every trick and appeal known to affect consumers

2nd Advantage – Although advertisers may not see the individual customer nor be able to modify the sales message according to that individual's reactions at the time. It does have research can identify potential customers find what message elements might influence them and figure out how best to get that message to them. Although research is meaningless when applied to any particulars individual It is effective when applied to large groups of customers.

3rd Advantage – Advertising can be far cheaper per potential customers than personal selling. Personal selling is extremely labours- intensive, dealing with one customer at a time. Advertising deals with hundreds, thousand, or millions of customers at a time, reducing the cost per customer to mere pennies.

Communication

Communication means not only speech or pictures but any way one person can pass information ideas or feeling to another. Thus communication uses all of the senses: smell, touch, sound and sight. Of the five only two are really useful in advertising: Sound and sight

Sound

Sound is extremely useful for advertising; it can be used in a variety of media from radio and television to the new technology of binding micro – sound chips in magazines to present 20 second sales messages. It is also capable of presenting "*WORDS*" and "*THEATRE OF THE MIND*"

Words, the method by which human communicate their ideas and feelings, are presented by sound, by speaking aloud. Through the use of words it is possible to deliver logical arguments, discuss pros and cons and evoke emotions. More, through the use of sound it is possible to create what is called "*the theatre of the mind*" .What this means is that sound can conjure in the listeners mind, images and actions that don't necessarily exist example-if you want to create before the mind's eye the image of a party, you need merely use the sound effect of people talking and laughing, the tinkle of glasses and ice,

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perhaps music in the background. The listener's mind will take those sounds, combine them, make sense of them and create an image suited to their individual taste.

Thus sound, in the forms of word and effects, are quite useful to the advertiser in effecting a listener.

Sight
Sight is arguably the most useful of the communication channels available to the advertisers. Through sight it is possible to use both words and images effectively.

Words do not have to be spoken to be understood. They can be printed as well, although it is difficult to put in written words the emotional impact possible in spoken words, with their inflections and subtle sound cues, never the less written words are unsurpassed for getting across and explaining complex ideas or arguments. There is an additional factors in sight that makes it excellent for the advertising. The old cliché- *"A PICTURE IS WORTH A THOUSAND WORDS"* is correct. Think how long it takes to describe something as opposed to showing a picture of it. Thus sight can quickly and concisely show a customer what the advertiser wants to show. An advertiser can put many inconspicuous details into a picture that will affect a customer on the subconscious level for e.g.:- a drop of water on a rose petal may not consciously register, but will unconsciously leave an impression of freshness and delicacy.

Information
Information is defined as knowledge, facts or news. However, one should bear in mind that one person's information is another person's scam, particularly when advertisers talk about their products. Information comes in many forms. It can be biased or deceptive, complete or incomplete. Complete information is telling someone, everything there is to know about something:-
- What It Is?
- What It Looks Like?
- How It Works?
- What Its Benefits And Drawbacks Are?

However to provide complete information about anything is time consuming and difficult. For e.g.to tell all about a car would require its appearance, manufactures, what percentage of parts are made in which country, cost of upkeep, mileage in city and highway cost, sale and excise taxes per state, preparation costs, insurance costs per state etc. All of this would require a documentary, not a commercial. Complete information is impossible to provide in an ad.
Thus for advertising, information must of necessity be incomplete, not discussing everything there is to know about the subject. There is of course the concept of affirmative disclosure.
This concept requires an advertiser to provide customers with any information that could materially affect their purchases decision.

Identified – Sponsor
Identified sponsor mean whoever is putting out the ad tells the audience who they are. There are two reasons for this – first it's a legal requirement and second it makes good sense

Ideas, Goods and Services
Advertising being a powerful mass communication tool is used not only to present and promote goods / services but also idea. A product / services/ idea is actually a bundle of values what these means to the consumer.
That bundle may contain the products function, but also the social, psychological, economic or whatever other values are important to the consumer.

Persuasive
"Persuasive" stands to reason as part of definition of advertising. The basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another.

Evaluation of Advertising
Modern advertising is largely a product of the 20th century, however communication has been a part of the selling process ever since the exchange of goods between people started .

The development of technology and research has led to increased sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present-day standards. However the basic reason for using advertising was the same then as it is now.

Initially there were 3 forms of advertising:

1. **TRADE MARKS: -** Craftsmen, in early times wanted to be identified for their skills and placed their individual marks on goods that they crafted. This ted to reputation building of particular artisans by *word of month*. Buyers learnt to look for distinctive marks just as we look today for brand names and trademarks on products.
2. **SIGNS:-** Phoenicians, and other traders, painted commercial messages on prominent rocks along trade routes that they frequented.
3. These messages highly praised the products that were for sale. Archaeologists have revealed from excavations at Pompeii, that little shops had inscriptions on the walls near the entrance to inform the passers – by whether the shop sold pottery, wine, bread or any other goods.
4. **TOWN CRIERS:-** This system of town criers was perhaps, present in all developed Civilization of the ancient world

In Greece, during the golden age, town criers were paid to go around town spreading news and making announcements in the streets of Athens. Epics and history books about ancient India revealed that (the ruler used the system of town criers in India to inform the public of various public interest matters.)In rural India, town criers were used till as late as the 1950's

Chronological History of Advertising in India

PERIOD	CHARACTERISTICS
Pre Independence	Press Advertisements.
1930's	Radio emerges as a media.
1940-44	War years, famine
1945	Formation of Advertising Agencies Association of India.
1948	Formation of Audit Bureau of Circulation
1950's	Watershed of Indian advertisement. Burmah shell propagated Kerosene by transit advertisement on VANS. Cinema advertisement began (2-3 minutes films)
1952	Indian Society of Advertisers was formed.
1956	India's first ad club formed in Calcutta. Press Syndicate: leading advertisement agency Murphy Baby of national launched.
1960's	Indians' first advertising convention held in Calcutta. Advertising Congress at new Delhi emphasis on marketing orientation, emphasis on photography and Creativity. MRI (Marketing Rating Indices) Shop Audits, NRS (National Readership Survey) Social Marketing.
1970's	Emphasis on rural marketing. Era of positioning and boom in-media
1980's	Public sector starts advertising expansion and diversification of agencies. T.V. emerges as a powerful medium of advertising. Radio commercial introduced in 1982 NRS-III by IMRS formation of Indian chapter of International Advertising Association. Formation of Advertising standards Council of India. Adoption of advertising code. History of advertising as a project taken up by Advertising Club of Bombay. Concept of sponsored programme on T.V.
1990's	NRS-IV Niche magazines Launch of satellite channels, CNN/star channels /Zee TV/song etc Movie channels and pay channels. Consumer satisfaction studies and tracking studies.
2000	A big blow to the advertising world. Hindustan lever Ltd. slashes its advertising budget by 40%. Emphasis on event management. Boom in internet advertising. High concern over legal and ethical aspects of advertising. Drop in advertising of Pager and Mobile
2001	Advertisement industry remained steady with a growth of 23.51%

The Paradigm Shift in Advertising
Advertising in 21st Century
The past decade has witnessed a remarkable impact on advertising due to rapid strides in technology. It is difficult to determine exactly what the coming decades in this new century will bring, however what looks certain is that there will be much greater consumer involvement and control and some degree of two-way communication. With the opening up of economies, mass marketers will continue to increase their operation on a worldwide basis. More and more global player will increasingly acquire a local colour. In this regard we are already witnessing some interesting advertising campaigns by *COCA-COLA – PEPSI* .Further progress in artificial intelligence will add a totally new dimension to advertising and its planning. There will be major career opportunities for talented people in the electronic media. There will be a number of challenges unique to the coming generation, and with these challenges, there will be opportunities- responsibilities and rewards that advertisers of the past could not have imagined.

Advertising Media
Within the last decade, the media planning function has acquired a lot of significance in developing advertising campaigns'. The proliferation of media choice and their increased costs have made the task of media planners more difficult and risky. Mass media options include television, radio newspapers magazines, out-of-home media and others. The choice may seem to be straightforward, but it is not. The selection of media has become quite intricate because of the nature of media themselves.

Media has a vital role in the procfaess of advertising communication. Effective advertising is possible only if suitable media are available. The appropriateness of media used, vis-a vis the target audience and their reach are of critical importations for E.g.:- TV can show action, combining both sight and sound, and can produce an impact that simply is not possible through other media. News paper can carry advertisement containing much detailed information as compared to TV radio. Magazines can convey detailed information, which remains available to a potential buyer for a longer time. The process of choosing between alternative becomes even more complicated considering the wide range of alternatives within the same medium.
For E.g.:- Femina, vogue, Readers Digest, filmfare, stardust etc are well know fortnightly and monthly magazines. New and evolving media have further contributed to the difficulty of planning when, where and how the advertising message will be delivered.

Types of Advertising Media
The "media class" refers to the general category of delivery systems available to carry advertising messages to a selected audience such as print media, outdoor media, etc. Within these categories are media sub-classes such as newspapers, magazines, TV, radio and so on The media –vehicle' is the specific message carrier within a medium, such as *Computer@ Home* and *Business Today* magazines are vehicles in print media. Media owners and managers try hard to fulfill the consumer's needs for entertainment and information. Once a medium or vehicle gets established and build a significant guidance it is viewed as important and is in a position to attract advertisers who are willing to pay for the advantage of reaching that audience with their advertising message.

- *BROADCAST, PRESS, OUTDOOR, POSTER AND CINEMA* is often referred to as 'above-the-line" media.
- *DIRECTMAIL,SALESPROMOTION,EXHIBITIONS,MERCHADISING,SALES LITERATURE* ETC is referred to as 'below- the line-media'

This distinction in media type is based on whether the agency gets a commission or not. In case of the former category the agency gets a commission, while the latter there is no commission.

Advertising Media Scenario in India
The media scene has undergone rapid change in India in recent years. The print media has continued to expand and greater growth has occurred in *INDIAN LANGUAGE PRESS*. Commercial broadcasting services of the *ALL INDIA RADIO*, now called AKASHVANI have been considerably strengthened. Introduction of FM channels has been a great source of advertising. The reach is vast and private channels have also entered in like *RADIO CITY*, *RADIO MIRCHI*, etc attracting young generation.

The Internet Advertising
The Internet
The internet was developed by a US government – funded research agency- Advanced Research Projects Agency (ARPA) - nearly 30years ago. The internet refers to the set of rules (or' protocoli) by which two computer networks can exchange information with one another; it is a lingua franca between different systems.

Individual users across the global internet by connecting to an already Internet connected computers. For university or many commercial users, this is straightforward, their computer system is probably already a part of the network, they need simply to log onto it. For other users, particularly the increasing number of home-based users, this involves accessing the computer system of commercial access provider (ISP). For the most part, this is achieved by using a standard telephone connection & modem, a simple device that translated the computers held binary data into a 'tone' that can be played along a telephone line. With this connection in place, they too can access the worldwide collection of information.

The World Wide Web (Www)
This is probably the most important part of the internet – in fact, for many people, it is only part of the internet that they use and for some the terms 'Internet' and Web have become Synonymous. It has several elements. Firstly there is the structure or organization of the computer themselves. This is what is called a 'client – server' arrangement: the computer storing the information are servers – sometimes also called 'hosts'- the computer accessing the information are the clients. A client makes a simple request for information from a server, the server responds by delivering the information to the client. This is a straight forward transaction there is no long lasting session connection between the two.

Web- Advertising
While there are Internet newsgroups dedicated to explicitly commercial message by far the most interesting part of the Internet structure for advertising is the *WORLD WIDE WEB*. The multimedia aspect of the web content is more closely related to the types of the advertisement with which they are familiar – Such as colours spreads in magazines, boxed advertisements in newspaper and commercial breaks in TV and radio.More than this, advertisers are used to dealing with newspaper and magazine publisher, and these have both introduced services on the web. The process of advertising products services is a little different on the Internet and web, than it is in the more traditional media. The web does not present a royal road to easy advertising success; the global interactive facilities of the medium will not make an intrinsically poor advertising concept effective, nor guarantee sales of inappropriate products. The Medium does, however have many interesting features that can be used to build a successful campaign.

We are all surrounded by surprisingly vast amount of advertising so much so that in many cases it becomes all but invisible – or perhaps subliminal. Advertising comes in many froms; relatively simple message proclaiming the advantages or unique aspects of a given product, to complex stories reinforcing the brand image of a well established favourite. To understand how the web can be effectively used for advertising it is ofcourse first necessary to understand what is involved in advertising Itself.

The Chambers 20th century dictionary defines advertising as – to draw attention to, give public information about the merits claimed for Clearly advertising is about telling the public something about or product. The most important aspect of advertising however is often overlooked. Advertising exists for one very simple purpose: To increase the number of sales of the advertised product by supporting an established, articulated marketing program.

Marketing program might for e.g., determine that a given product could sell more if it was offered at a lower price to a down – market consumer; or it might decide that the target market has begun to overlook the products and needs to be reminded of its existence, or it might decide that the product is perceived as being old fashioned and therefore require a corresponding advertising program, ranging from cheap and cheerful fly – posting to the most expensive of concepts, TV commercial.The message itself is also important and this is where the most apparent aspect of advertising skill appears; the CREATIVE ABILITY :-

Advertising Is Less about Imagination and More about Appropriateness
However there is nothing new or magical in Internet advertising. As such the purely creative element remains the same, what is different is the opportunity for presenting a more interactive message. The point that is important in the context of the web advertising hinge on the creative ability to reach a knowable audience and to be able to influence them in a track able manner.

Demographics of the Web Adv
Advertising serves a marketing program and these live or die on the basis of their understanding of the demographics and characteristics of target market audience and impressions. Web advertising is maturing and progressing. It is not yet perfect; however a sufficient number of other advertisers have begun to use the facilities ensuring that steadily more useful set of definitive measurements are emerging The opportunity is therefore relatively clear: a large well – defined target market with money to spend.

The Globle Media Myth / Issues and Challenges

It is however; appropriate to register a few concerns about web advertising. It is certainly true that the number of web users world- wide in counted in several tens of millions and that the demographic mix is appropriate for certain products or services. However it would be unwise to assume that this counts as a 'global audience' for any advertisement on the web. Most obviously the very nature of the web means that the user must choose to download those web pages containing the explicit commercial messages. A web site advertising certain goods will therefore only "attract attention from a subject of the global audience; i.e. those who

- Know about its existence
- Are interested in the products & services and
- Want to receive the commercial message itself.

The other aspect of the global media myth is not just that the audience is a global one but also that it is a passive one-like the audience of a TV programme. The objective of a TV commercial is to keep a recumbent viewer passive through the commercial break .This is perhaps an oversimplification, but the essence is certainly true. Exciting and captivating images, interesting and amusing spokes people, perhaps even intriguing and non –obvious images these have all worked for TV advertisement ranging from car manufacturers, through banks to brewers.

Early web advertisements mimicked this feature of the commercial break assuming that a sufficiently captivating image would hold the viewer's attention long enough for the product message be transmitted Alas, the web user is not recumbent, far from it. Surfing the web in an active procedure with rapidly hoping from website to website The issue for the advertiser therefore is not simply how to captivate the viewer but also, how first to attract, then retain the viewer. However once attracted, the web advertiser has many advantages over the regular media advertiser: primarily because they can choose whether or not to visit.