

A Survey of Publics Attitudes Towards Advertising - A Qualitative Study of Viewers Perceptions, Reactions and Evaluations

– Advertising Genesis and Evolution Chronology with specific reference to Public Attitudes towards Advertising and its Importance.

Dr. Gurdev Singh Thakur

Former Principal, Cordia Institute of Management, Sanghol, Punjab.

Abstract

Advertising has been playing a paramount importance in all frays of life, advertising with specific reference to products and services is adjudged above all. Here in this research endeavor, we have attempted to pitch out and display various sources and chronology of advertising and facts related to it.

Keywords: Advertising, Products and services, Chronology.

Introduction

Advertising is playing a vital role in today's business world. No business can flourish without the use of the promotional measures like advertising, publicity and other promotional mix measures. Of all the measures, advertising plays a significant role. It brings the consumers from the unawareness zone to awareness zone and then creates the liking and disliking for the product. It also stimulates the consumers to take final action. In today's business, the advertising is playing a role of engine.

As the engine moves forward so the advertisement also helps in exploring the new vistas for the business. It helps in exploring the new opportunities to the business. One of the famous authors has stated that carrying a business without advertising is just as winking the girl in the dark. Therefore, in this business world, the advertising role all over the world has been emphasized. In this chapter, we present the brief introduction about advertising trends and development and measuring its effectiveness.

Review of the Literature

We have attempted to reach out all the sources and resources that are related to understand the importance and chronology of the advertising concept, growth, its development with specific reference to Indian context through various literature available at the time of this study.

Research Methodology and Data Collection in nutshell

As the study encompasses conceptualization, understanding advertising biosphere in all regards, sources of secondary data base is used in all regards to understand, amass and disseminate knowledge domain in Indian context which is established in the bibliography.

Data Collection and summarily disposition

Concept and Meaning of Advertising: At retrospective context, the literal word `advertising` emanates its existence from the Latin word `Advert` which means public announcement. The concept of advertising was basically used for disseminating information to the public which dates back to ancient Greece and Rome. **Criers and signs**¹ were extensively used to carry information to advertise goods and services well before the development of printing. Even during middle ages, advertising signs were also used. These signs were generally consisted of illustrations of symbols of the products advertised. In today's context, advertising is considered **multidimensional**² and has become an **ubiquitous**³ part of modern life. It has been reckoned as an advertising industry and due to authoritative significance, it has been given an impetus of independent discipline and there is a heavy assortment of studies and literature on the advertising discipline. Many academicians and practitioners have explained this concept in their own words. We have presented few definitions of advertising in this section of the chapter.

Philip Kotler, defines advertising as, *“Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.”*

Victor.P. Buell⁴ advocated advertising in same logic as, *“Advertising is any paid message presented in media by an identified sponsor.”* **American Marketing Association**⁵ a pioneering body in marketing forum articulates the whole promotion mix as an **Integrated Marketing Communication** and defines Integrated Marketing Communication as, *“A concept of Integrated Marketing Communication planning is reckoned with the added value of a comprehensive plan that evaluates the strategic role of a variety of communication discipline, for example general advertising, direct response, sales promotion and public relations and combine these disciplines to provide clarity, consistency and maximum communication impact.”* In **“Advertising Age”** advertising has been defined as, *“The dissemination of information concerning an idea, service or product to compel action in accordance with the intent of the advertiser”⁶.*

The Committee of the American Marketing Association⁷ has defined advertising as, *“Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor”.*

On the basis of above definitions, one can infer that advertising is a non-personal presentation of ideas, goods or services by some authorized agency. Thus, the basic characteristics of advertising are:

- that it is paid
- that it is non-personal
- that it is presentation of idea, goods/services
- that it is done by some authorized agency.

Role of advertising at synchronous context: The advertising plays a vital role in today's competitive business. Its importance has further increased with the starting of globalized and standard advertising. According to **Ball. Michael. J. Chairman, Ogilvy Benson and Mather Private Limited**⁸, advertising is necessary for any country. He has expressed the following views thus creating the necessity of advertising:

- a. Advertising is a mode of communicating information to the consumer which enables him/her to compare from the products and services available. Advertising enables consumers to exercise their rights of free choice.
- b. Advertising is the most economical mean by which a manufacturer or an institutional body communicates with audience whether to sell a product or promote a cause of social welfare such as civic drive or an immunization programme.

- c. Advertising being a necessary mean to communication is an inseparable part of free speech. Any restriction on this to recommend legitimate goods, services or idea in public will diminish the fundamental right of the freedom of speech.
- d. Advertising can help in improving the economies of the developed or developing countries. There is an ample evidence to support this view. Advertising stimulates increase in the production and consequently generate more employment. It can help to stabilize prices and this leads to wider distribution and greater availability of goods and services.
- e. Advertising is essential and integral to marketing system. It is sometimes maintained that the marketing system is nothing but the sequence of a country's social and economic growth. The fact is that marketing and advertising are the key tools used to aid a country's growth. The comprehensive role of advertising in integrating marketing communication and economic growth of a country can be explained by engulfing various parameters.

Role of advertising: It has been emphasized by many academicians, researchers and advertising professional that advertising plays a very important role in the promotion of today's business. It has emerged as an effective marketing tool. Keeping in view the necessity and importance of advertising, its use has increased manifold and is being used by the business world more vigorously. It plays different role in the promotion of business. The important roles that advertising plays are:

- (a) **Explicit role of advertising:** Creating awareness among potential audience about the existence of some product/service and to differentiate the benefits in a competitive situation, to build up brand and corporate image and to maintain momentum of cohesiveness of product/service retention and futuristic reliance among the prospective audience.
- (b) **Implicit role of advertising:** Comprehensive and unified global representation and comparability of contemporary or synchronous societal status, economic, political and innovative technological developments at global context, financial resource to media and the best way for disseminating information on public utilities.
- (c) **Prolific role of advertising:** Apart from the explicit and implicit role, advertising is all-pervasive and creative in scope and covers the following areas:
 - (i) **Act of persuasion:** Advertising is also an act of persuasion to the prospective and potential buyers. **Clyde Miller** in "Process of Persuasion" advocated that all success in business, industry and similar activities depend upon the process of planned persuasion.
 - (ii) **Catalyst to Change:** Advertisings' inherent nature leads to the discovery of new relationships that can change the perceptions of a prospect. Two aspects are of special significance viz. the originality of the message communicated and the eventual impact on consumers' standard of living. The second aspect is the ability to bring about changes from originality, ingenuity, innovation and imagination in advertising.
 - (iii) **Encouraging innovation:** Advertising is innovative in sense of innovation. It develops a spectrum of considerations in terms of providing innovative products to the customers.
 - (iv) **Other multi-facet roles of advertising:** In addition to the afore-said roles of advertising, it covers wide spectrum of lowering prices in competitive market situations, propensities to consume, product differentiation, financial resource to media and source of employment etc.

The above-mentioned roles amply describe that advertising is playing different roles ranging from creating product/service awareness to inducing buying action and otherwise, promoting business world.

The objective based role of advertising: As advertising has got the impetus of supremacy among all the promotional mixes, at this juncture, it is felt imperative to refer **advertising effectiveness and advertising budgetary methodologies** adopted, as heavy assortments of budget are allocated on advertising. Advertising effectiveness measurement had been a matter of grave concern till date as the advertising effectiveness measurement itself is a complex process. But before resorting onto the measurement of advertising effectiveness, we would like to expose the fields, which may pave ways to go in depth study of advertising effectiveness. The advertising effectiveness can be understood better if the advertising goals are well defined and has sound evaluative framework. Here we are presenting the purchase decision stages as advocated by **Wolfe, Harry, Brown and Clark**⁹ as:

- a. Creating an awareness of the product or an idea in the minds of potential buyers/viewers.
- b. Fostering a favourable attitude for the product.
- c. Establishing preference for brand.
- d. Arousing interest to buy the brand.
- e. Helping to achieve the sales, receipt of order or reception of idea.

The influence of all these stages depends upon the specific market environment, competition and frequency of advertising employed by the marketers. It is a well-established fact that advertising is a ubiquitous part of today's life and arena. The other factorial parameters like competition and ethical issues have also been highlighted by a number of management authors. A renowned author **Lambin** in his study revealed that a company's advertisement had a negative impact on rivals' sales and market share. However, the study did not uncover any explosive pattern leading to advertising wars. Rival advertising efforts tend to cancel each other out. Advertising encourages competition and consequently firms will vie with each other to provide the best products and services to the buyers so as to create and sustain brand loyalty. In the context of social and economic issues, it is realized by **Aker and Mayer**¹⁰ that perceptual process either differs from the reality of the situation or affects buying behaviour to the detriment of the consumers; the deception not only refers to information content in advertising but may also arise from unplaced emphasis in presentation. The advertising can manipulate buyers' information to a decision against their will or **interests**¹¹. The **Federal Commission of the U.S.A**¹² reviewed advertising and has paved the Supreme Court decision to follow the following guidelines:

- a. Advertising must not as a whole create a misleading impression.
- b. Advertising must not observe or conceal material facts.
- c. Advertising must be true, free of fraudulent traps and advertising which would induce action, which could not result from a forthright disclosure of the true nature of the offer.

In view of the above definitions and analytic review, it can be deduced that advertising is a disposition of an advertiser/agency, to convey ideas, characteristics, attributes, features etc. of a product/service through different media with a comprehensive copy/structured message that is directed towards the prospective and potential audience/consumers. The functional aspects and purport of advertising can further be elaborated as:

1. Aiding the total selling function by taking customers into confidence through all steps from awareness to purchase which is known as **stimulating impulse**¹³ buying.
2. Building Company and product/service image.
3. Information on introduction or launching of new product/ service.
4. Building a long-term customer franchise for the competition.
5. Keep company employees, wholesalers, retailers and sales force etc. morale high.

6. Building high degree of marketing force communication.
7. Three common purpose of product/service advertising is to create awareness, induce action and maintain continuity in buying interests.

From the above presentation, it can be deduced that the advertising and its objectives have basically three functions viz. **cognition, effectiveness and connotation** which connotes to knowledge, concerning, conceiving-perceiving, affection/emotion and the behavioral aspects respectively. Cognition has been defined by **Karl Marx**¹⁴ as, “*The light from an object is perceived by us not as the subjective excitation of our optic nerve but as the objective form of something outside the eye itself*”. “**Perception**¹⁵ as a kind of cognition thus assumes comprehension, understanding, interpretation of what is seen”. This interpretation is a certain kind of activity. Indeed, identical sensory data may correspond to extremely diverse real object. “*The object is perceived as a result of a complex process of comparing sensory information with those standards of object that is recorded in memory. This process may involve errors*”.

Empirically adopted perception modalities of advertising functions are as:

1. **AIDA Model:** Attention – Interest – Desire - **Attention**¹⁶.
2. **Lavidge and Steiner Model/Hierarchy of Effective model:** Awareness – knowledge – Liking – Preference – Conviction **Purchase**¹⁷.
3. **Innovation Adoption Model:** Awareness – Interest – Trial - Adoption.
4. **Information-Processing-Model:** Presentation – Attention -Comprehension – Yielding – Retention – Behaviour.
5. **Operative Model:** Cognitive Activity (Non-evaluative thinking) - Affective Activity (evaluation mental activity) and Behaviour stage or cognitive plan for action.
6. **Communication Model:** Exposure – reception - cognitive response – attitude – intention - **behaviour**¹⁸.

Among the various communication models which are designed by different practitioners/marketers and their importance in the context of audience segments and respective significance and accomplishing marketing objectives are the key notable parameters and factorials of our study. Hence the communication model which is taken as to be a complete one for our study is as: *Awareness-attention-interest-desire-liking-preference-conviction-purchase*. Consumers are deluged daily by advertisements in a variety of media and the advertising world is undergoing manifold changes due to the prevalent cutthroat and stiff competition in this industry. Marketers employ other promotional mix to entice and lure consumers that we are presenting in the subsequent part of the chapter.

The other promotional devices: Personal selling, sales promotion, Publicity, Public Relations and Word-of-Mouth interference. The word of mouth is a personal communication about a product between buyer and neighbour, friends, family members and associates etc. These all promotional forces are directed towards the **Integrated Marketing Communication**¹⁹. Among all promotional devices and methods, advertising is playing a significant and distinctive role in the whole marketing arena today. Advertising has always been an attraction to marketers, academicians and public at large. Every industrial and non-industrial entity is carrying new slogans and makes an efficient use of the promotional mix.

The relevance of publicity in promotional devices: Among the five promotional mix viz. Personal Selling, Advertising, Sales Promotion, Public relations and Publicity, **Publicity** is also considered as a very effective marketing communication tool which in terms of presentation is little different but the purpose of publicity is also to disseminate information of products/services but the authenticity and validity is more appealing and gorgeous in nature and scope. The basic characteristic of the Publicity is that it is not in the hands of company or a firm. The existing media mix plays distinctive role in the case of publicity. Publicity is always carried out by a media in the form of special reports, releases, news etc. which is not paid for by an identified sponsor and is not easily controlled by a firm. As it is factual at today's context, publicity in any media has become a **potent tool**²⁰ of marketing communication in which firms always plan their publicity very effectively; a good publicity campaign often builds publicity very strong which describes innovations or improvements in the product or the service of a firm or it is built around some topic of the current importance to the public. The significant aspects and the contents of the publicity story have to be newsworthy and of interest to a large section of the public.

As it is reiterated that the publicity is independent of favoritism/ criticism of the firms, and the firms always try to send across press releases, press conference letters to the editors etc. Quite often they send out a variety of news release about their products and services and achievements in specific fields which may be of the interest to the public at large. Such activities are intended to build a favourable and positive image of the firm. And such releases or discussion nature of information regarding product or services which do have more credibility and authentication as the public at large believe more in news stories than the advertising. However, as a whole, product publicity plays a more limited role than the other communicating functions. Public Relations is a broader term for all the activities involved in promoting a favourable image and goodwill for a company or institution. The advantages of publicity can be enlisted as:

- it is free,
- it is more credible than the paid advertisements,
- Media reports which may be sent to potential buyers or buying influence who do not see the product in advertising.

The disadvantage of publicity is that a company does not have control over it and the company always develops good public relations with media operators. The common product publicity is carried out through news stories, news mentions and pictures, TV exposure, case histories, movies etc. and in case of histories; direct mail is an excellent way to make publicity more effective by sending reprints of news stories to the **selected recipients**²¹. Therefore, it is inferred that publicity is a presentation of company/firm or product/service by any media itself which may be in favour or otherwise and is not paid for by the firm/company and is usually beamed by some identified media as news stories, news mentions and picture, TV exposure, case histories, movies etc. For the study point of view, we are presenting the definition of publicity by **Chunawalla, Kumar.K, J, Sethia.K.C, Subramanian.G.V. V and Suchak.V.G. G**, as *“Non-personal stimulations of demand for a product/service or business organization as a whole by putting commercial significant news in media to create a favourable image and is not paid for by the sponsor”*²².

The types of advertising and reinforcement: In today's world of business and the society, many types of advertising are used in order to promote the business. These different types of advertising are used at all different stages of product life Cycle. We can classify the advertising as:

Product Advertising: The product advertising is initiated by the manufacturer to create and promote awareness of product/brand features and its availability in the market, however, mode and frequency of advertising may vary at different levels of Product Life Cycle (PLC). The marketer may use such promotion to generate exposure, attention, comprehension, attitude change or action for offering. The product advertising may be of three types viz. informative, persuasive and reminder of the product line.

Institutional Advertising: It is directed towards the complete institution with the aim to increase the goodwill of the institution rather than on a specific brand in the eyes of the customer, shareholders, employees, suppliers etc. This type of advertising is closely co-related to development of public relations.

Public Service Advertising: The public service advertising is usually carried in the interest of public at large covering issues of welfare and development. The public advertising may be in the form of commercial or non-commercial presentation in the various media.

Competitive Advertising: The competitive advertising always focuses on the comparison of attribution of product where the marketers use comparative Unique Selling Proposition (U.S.P) to enhance the image of their products in the same product category and stimulate selective demand.

Comparative Advertising: In this category of advertising, the marketer compares specific product attribute with the competitors' brands and try to outpace the competitors' brand which are in the fray of market.

Advocacy Advertising: This is another form of public advertising where the advertiser propagates the ideas and classifies the controversial social issues of public interest and importance and tries to deface the wrong notions of public towards some category of institutes, products or services. Most of the time, this type of advertising is carried out when a commercial or non-commercial organization present a point of view about economic or social problems or to be defensive in order to dispel existing prejudice or to correct wrong impressions about a firm or industry.

Development of Advertising: Advertising is an amalgamation of mass communication, a powerful market tool, a component of the economic system, a means to finance the mass media, a social institution, an art, an instrument of business management, a field of employment and a profession etc. For the last couple of decades, remarkable growth has been observed and apparently this discipline has come up as an independent field to reckon with. Marketing objective accomplishment depends basically upon the supplementary and complementary functions administered by promotional mix. Advertising, as we understand today was not used until about 200 years ago. The dynamic upsurge in advertising came after the development of printing. When printing techniques were perfected and this industry developed, the signs were replaced by written words or message. In the following part of the chapter, we are presenting the chronological evolution, growth, trends and developments in the field of advertising.

S.A.Chunnawala and K.C. Sethia model given below suggest different kinds of advertising used at different stages of Life Cycle of Product:

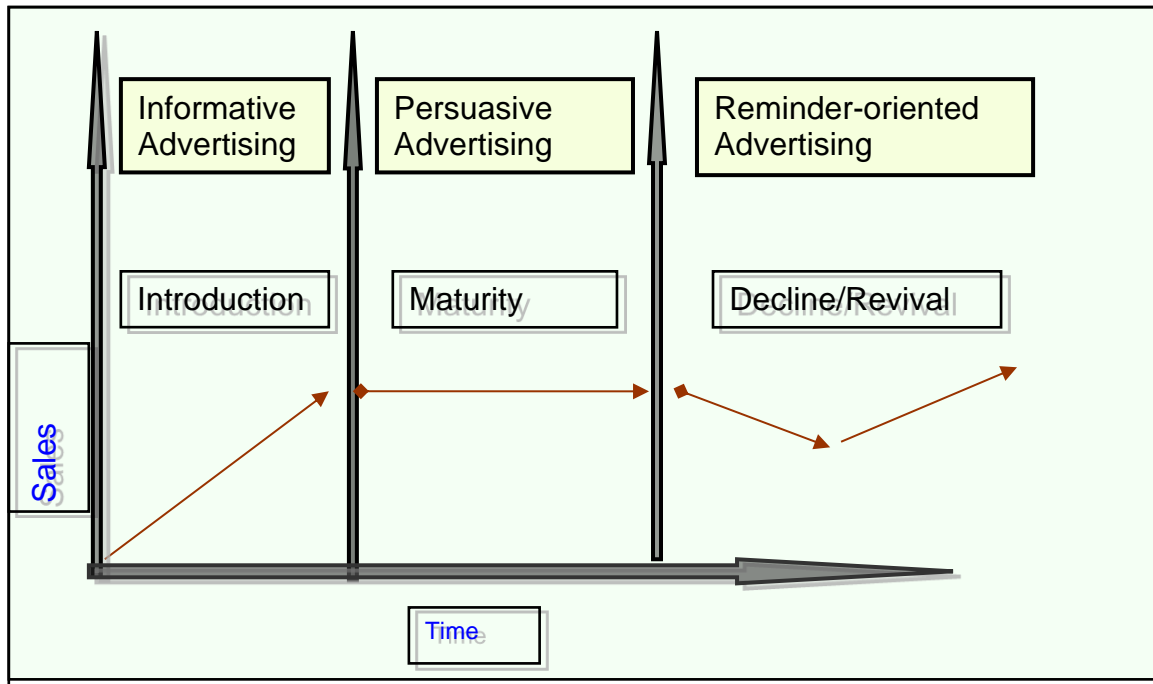


Fig. Source: S.A.Chunnawala and K.C. Sethia model

Advertising in Indian Context²³: Advertising in India is not very old though there are some examples which state that advertising is very old. In our country, the professional advertising was laid down by two English companies viz. **J. Walter Thomson** and **D.J. Keymer**'s. The then **J. Walter Thomson (JWT)** is known as the present **Hindustan Thomson Associates (HTA)**. Misfortunately the second pioneering company i.e. **D.J.Keymer** had to close down its existence as such its main functioning agency named **Clarion (Calcutta)** stopped its production etc. Among the Indians, the pioneering advertising icons named **Dattaram, National, Sista**'s established their existence in Bombay and **Tom and Bay** in Pune. Initially, most of the agencies were only space buyers for various media. In the mid 1960`s, **Kersey Katrak** took the centre stage and nurtured talents like **Arun Nanda, Mohammed Khan** and **Ravi Gupta**. The advertising agency, **MCM** was however mismanaged and its bubble busted. In the advertising fray, one more another company viz. **Iyer**'s too folded up its operations. These two companies collaborated to reinstate their survival and revival in the market but died a natural death afterward. The collapse of these two companies opened doors to many advertising entrepreneurs and many new agencies came up in the advertising business. Apart from the space buying in various media these agencies started professionalism in advertising and consolidated full-fledged advertising functional working in early seventies. With a buoyant economy, the eighties became a decade of big take off for the advertising agencies. We are presenting here the chronological growth of Indian advertising and agencies with their evolution and stake in the following prolific form:

Year	Major events in the field of advertising
1930's	Press Advertising.
1940's	The Talkies and Radio emerge as media. War years. Famine & fight for independence.
1950's	Watershed years for advertising. Many Indian industries came up. Wood's conducted survey of Indian rural market. Burmah Shell

	propagated Kerosene by transit advertising on vans. Cinema advertising began. Calcutta gets the privilege of having India's first advertisement club (1956). Press Syndicate: Leading advertising agency. National created the Murphy baby still a popular figure.
1960`s	India's first advertising convention held at Calcutta in 1960. “Advertising should be Indian in thought and content”, Dr. Keskar , in the Convention. Shift to marketing orientation. Professionalization within agencies. Asian Advertising Congress at New Delhi. Research data generated and Market Rating Index (MRI). Shop Audits. National Readership Survey (NRS). Creativity was emphasized, Photography finds increasing use and social marketing.
1970`s	Media boom, Special Magazines, Asian Advertising, Congress at New Delhi, Life style studies, Positioning. Rural Marketing.
1980`s	Indianisation, though, there is still western execution, Public sector advertising, expansion and diversification of agencies. TV as a powerful medium, starting from 15 August, 1982. NRS-III by Indian Market Research Bureau (IMRB). Colour printing became more popular. Further changes anticipated, Regional broadcasts, expansion of Radio and marketing techniques in print Medium. Formation of Indian chapter of International Advertising Association (IAA). Formation of the Advertising Standard Council of India (ASCI). Adoption of a new code. History of Indian Advertising has been taken up as a project by Advertising Club of Bombay. Reach I and Reach II. Media boom and concept of sponsored programme on TV.

In brief, the industrial evolution of marketing and advertising in Indian context can be understood better by the following classification since 1880 which can be classified into six stages. The classification of these stages does not strictly stick to the period; however, there was surely overlapping of the period. The supposedly accepted classification of the stages can be presented as:

Year	Major events in the field of advertising
1880-1920	The industrial statistical phase.
1920-1940	The phase of random sampling, questionnaire and behavioural measurement development.
1940-1950	The management awareness phase.

1950-1960	The experimentation phase.
1960-1970	The computer analysis and quantitative methods phase.
1970& onwards	The consumer theory development phase.

De facto Modalities on Communication: Apart from the evolution and growth of advertising and marketing, we would like to present the different marketing and advertising modalities propagated and practiced by many academicians and practitioners. Since the time of emergence of marketing and promotional mix, many academicians, practitioners and marketers have designed various marketing communication modalities. As such all the innovative modalities on the marketing communication so developed were bound to undergo changing phases due the drastic developments in terms of communication and living standard developments all over the world. The technological developments all around the world brought phenomenal changes in the field of production/services and brought the whole world under the single handedness in terms of marketing. At this context, sticking apparently to a single modality of communication cannot be taken as guaranteed. The complex relationship between **Marketing mix**²⁴ and **promotional mix** and its impact on audience can be shown by the appended textual diagram:



Fig. Source: Adopted from P.K. Agarwal., “Principles of Modern Advertising”. Pragati Prakashan, Meerut. 1998. PP. 11.

The **Marketing Communication Spectrum** as advocated by **Russell, H. Lolly**²⁵ given below presents the role of advertising:

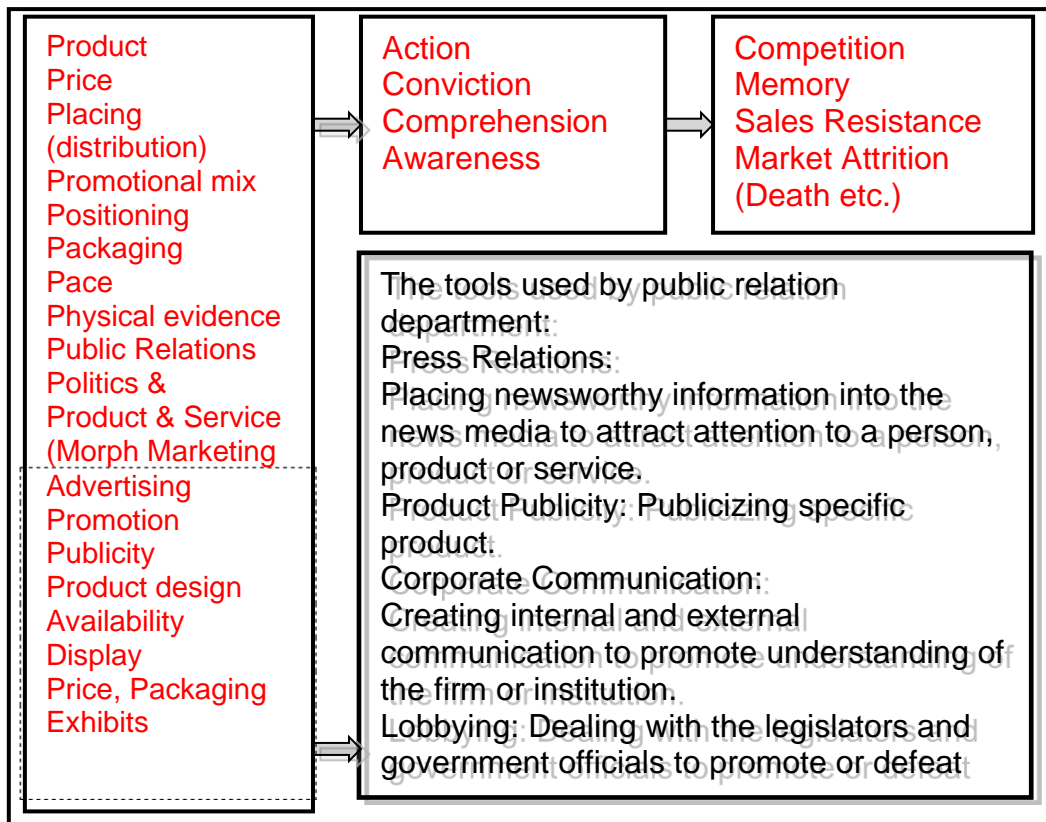


Fig. Source: Russell, H. Lolly, DAGMAR, Association of National Advertisers Inc. New York, 1961, PP.55.

THE MEDIA EXPOSURE BASED ON THE PAST STUDIES IS AS:

(a) Time spent by audience on different Media²⁶ (NRS-V 1995):

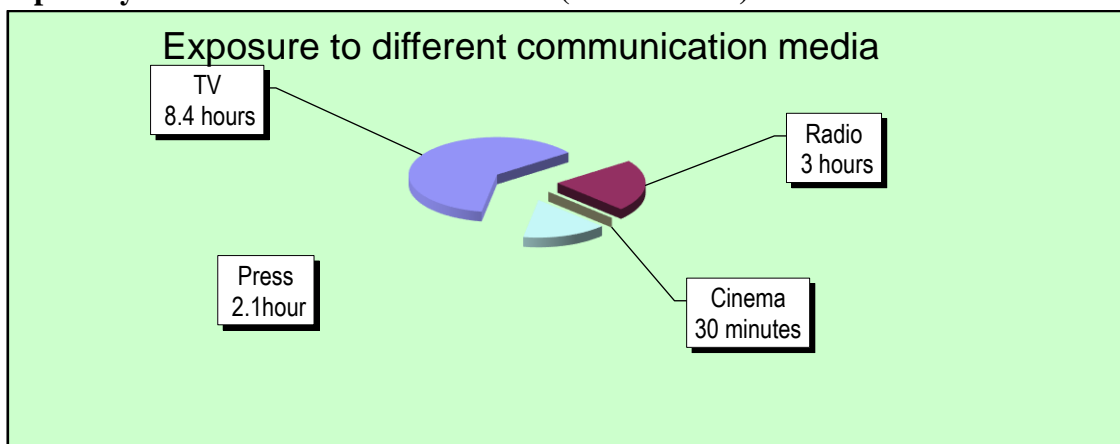


Fig. Source: Adopted from: P.K. Agarwal., “Principles of Modern Advertising”. Pragati Prakashan, Meerut. 1998. PP.416.

From the model presented here, it can be revealed that there are four major advertising media used by the business world. With the introduction of TV, people prefer TV channel as important media of advertising. It has made amply clear that people are using TV media extensively.

(b) Exposure to different Media²⁷:

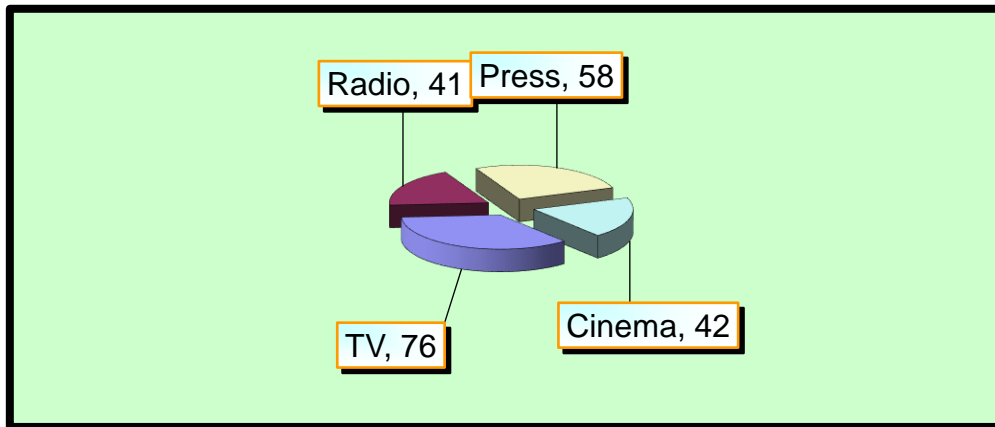


Fig. Source: Adopted from: P.K. Agarwal., “Principles of Modern Advertising”. Pragati Prakashan, Meerut. 1998. PP.416.

From the above modality of people exposure to different media it can be inferred that people at large have the highest exposure to TV media followed by Press, Cinema and Radio respectively.

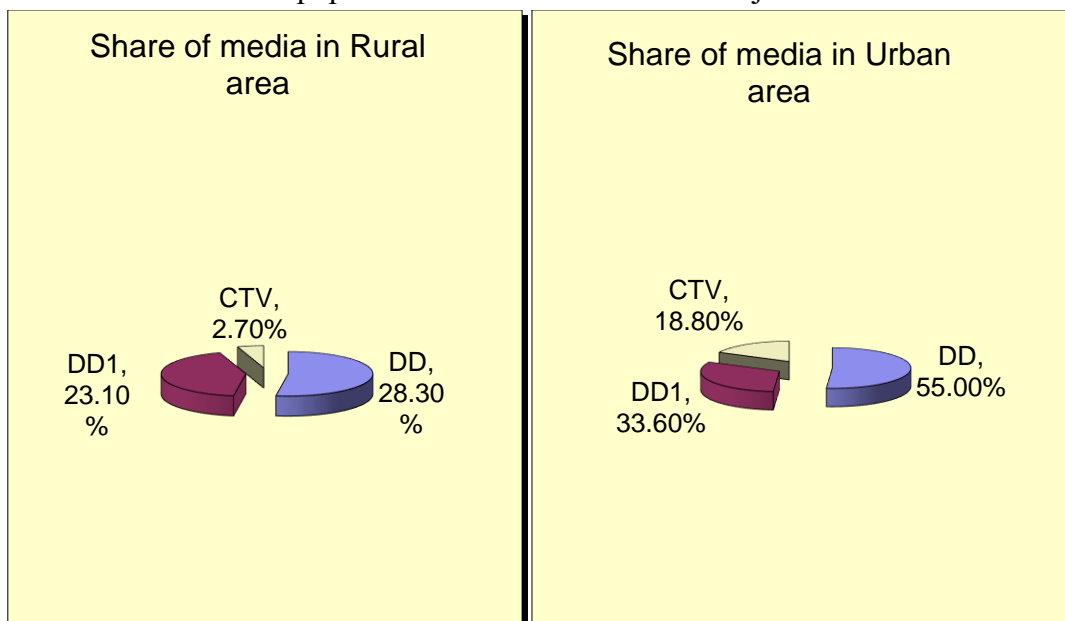
(c) Media mix can further be divided into different media vehicle as shown diagrammatically²⁸:

Fig. Source: P.K. Agarwal., “Principles of Modern Advertising”. Pragati Prakashan, Meerut. 1998.

Total Channel	Urban %	Rural %
DD	74.1	31.5
DD1	55.0	28.8
Cable TV	33.6	23.1
	18.8	02.7

PP.382.

The data so presented in the above diagram shows that three fourth of the urban population have access to TV media whereas the rural area population’s access to TV media is just one third of the



population. The micro analytic preview shows that the Door Darshan a TV media channel has more access in urban area in comparison to rural area. In another channel of TV media i.e. DD I, urban exposure has also considerably outpaced rural area. In terms of cable TV access, it is revealed from the model that still the cable TV access is restricted to a very small portion of the population whether it is urban or rural area.

Advertising budgeting and methods adopted: Apart from measuring advertising testing copy and message etc. it becomes of paramount importance that we refer the advertising budget planning and the methods accepted in advertising budget plans. The advertising budget has always been a bone of contention as this involves very huge budget which is usually decided either arbitrarily or a very haphazard approach is adopted and views onto subject among the marketers vary to a large extent. Advertising expenditure is usually decided arbitrarily and that is why we find inadequacy of funds at one extreme and wanton extravagance on the other end. Firms expend huge amount on advertising unparallel to the advertising targets whereby the motive behind advertising objectives in campaign are various which may be implicit or explicit. Although multinationals run into more than half a billion dollars, advertising expenditure allocations and control do not appear to have become noticeably more rational and less intuitive. As a whole the advertising expenditure is usually for purchasing the media time and space. A meticulously prepared media plan can alone achieve the advertising objective of appropriately supporting the marketing efforts. Indeed, advertising budget plan requires to be outlaid meticulously, of which results may be immediate or faraway. A well-known professional expert **Dr. David Ogilvy**²⁹ once said, “**Every advertising is a long-term investment in the image of brand**”. Professionals in this field opine that advertising is an investment; it should be budgeted like other budgeting in the firm. Here at this juncture, the question arises that what should be the amount of advertising budget. This is often carried out at the basis of customary, arbitrary and conventional practices. The following two major considerations are followed to formulate the advertising budget:

- **In Percentage of sales concept:** The amount of appropriation is taken as certain percentage of the past sales or of the estimated future sales. The percentage of sales may remain unaltered over a period of years. **One short coming**³⁰ of this methodology is that it ignores the market situations, business and various stages of product life cycle, particularly obsolescence. The inherent flaw in the approach lies in the notion that advertising follow sales, while the concept of marketing mix requires an assessment of various inputs, including advertising, which helps in achieving the desired level of sales. This is very traditional approach to decide the advertising budget which was advocated by many academicians, practitioners and advertising professionals but at today's context, as the business houses are exploring at global context, the amount of advertising budgets are appropriated very high and this traditional approach is bypassed by the majority of business world. To a great extent, the appropriation of budget is done by the advertising executives to cover the market in a very big way.

- **Task Method or Objective Accomplishment**³¹: Task method or objective accomplishment is more directed towards building the company's goodwill, corporate image, business and market environment, the thrust of the competitor's advertising and the company's marketing objectives. It is then necessary to determine how much and what kind of advertising will be required to accomplish the tasks. The steps in the procedure of task or objective accomplishment method of budget setting are as:

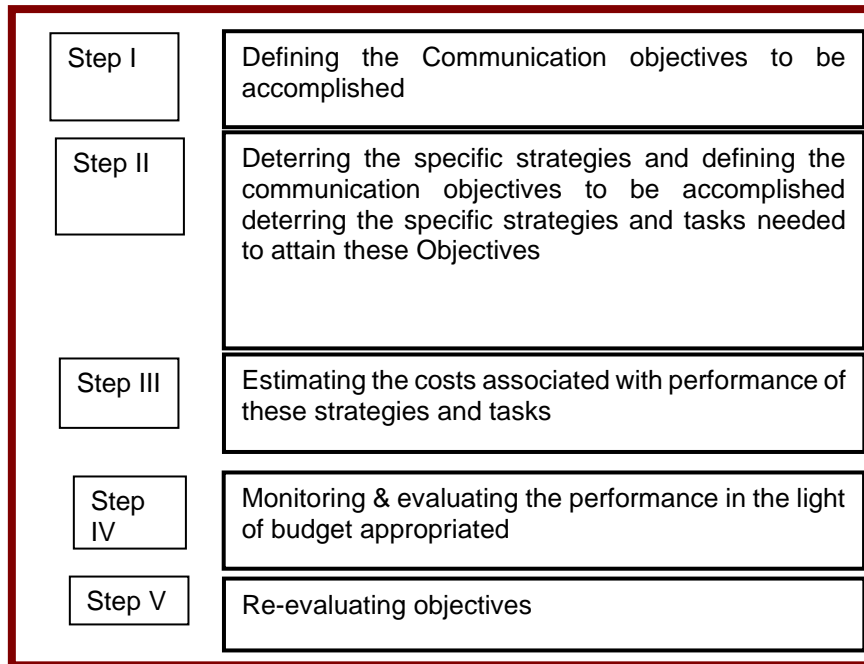


Fig.: Source: Colley, Russel. “Defining Advertising Goals for Measured Advertising Results (DAGMAR)”. Association of National Advertisers, Inc., New York. 1961. PP. 62-69.

The other current practices as recommended by **Patti and Blasko**³², in their study of 100 leading advertisers in U.S.A, stated that there was a substantial increase in the use of more sophisticated techniques of advertising budgeting appropriation when comparison was made with a similar study conducted by **San Augustina and poley**³³ in budgeting practices, a few years earlier. According to this study, it was revealed that the variance or deviation in appropriation of budget was in commensuration to the de-facto marketing needs. The allocation of advertising **budgets**³⁴ by top twelve companies is appended below to have the preview of advertising expenditures:

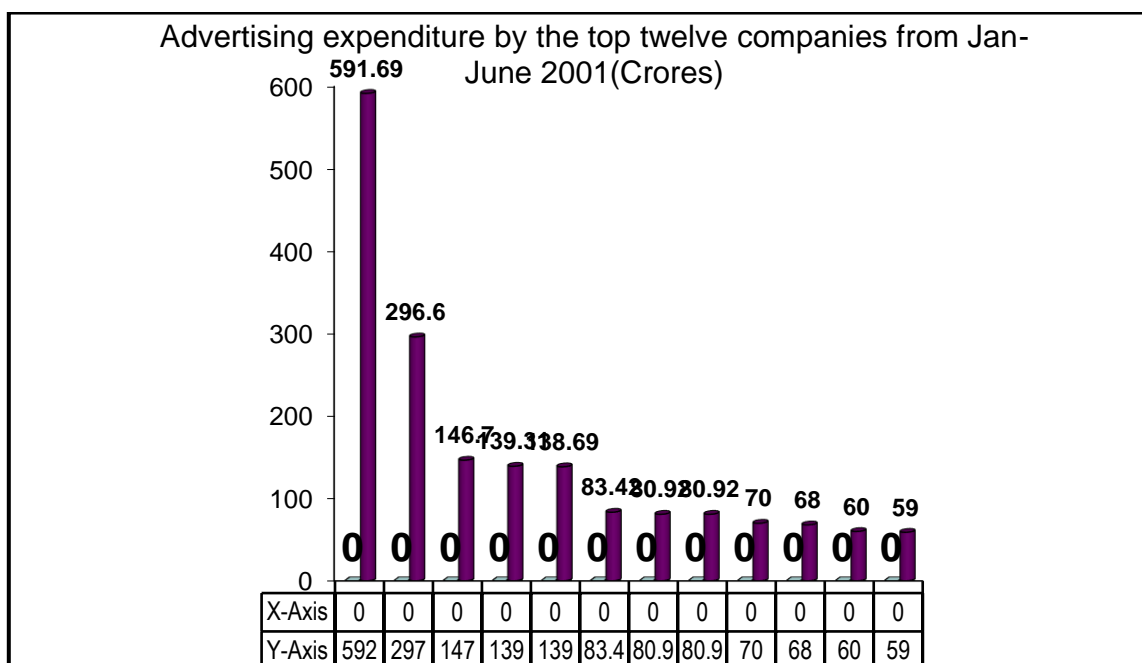


Fig.: Source: Adopted from: Times of India, Aug 2001.

The growing importance of advertising and its budgeting has become an inseparable part of modern commercialization and marketing scenario. As advertising covers the different sections viz. public service advertising, social service advertising and social awareness (SA), it is imperative that in today's context, the three media viz. Visual-cum-Audio, Audio and Print respectively, are playing their idiosyncratic role in advertising outfits. With the liberalization policy followed by government and subsequent entry of multinationals in India, the true marketing concept is already in prevalence in India. Because of intense competition, the advertising budget has increased manifold and the adman thinks that advertising only makes the marketing world to go around. Advertising is used by individual, group of companies, service organizations, government or social organizations to expose them in this world. Notwithstanding, but it is important to quote that advertising keeps media independent and alive. The comprehensive role of advertising can be enlisted as:

- Advertising spurs economic growth.
- Govt. and NGOs depend upon advertising for luring or enticing investors.
- Advertising in India reflects the social, political, economic and cultural environment in which the advertisements are created.
- Advertising is a guide to prospective and potential buyers in terms of information and particular purchase decision based on alternative price choice as made known by **competitors' advertising**³⁵.
- Cause to primary and selective demand.
- Encouraging innovation.
- Propensity to consume.
- Financial support to media.
- Covering the prices (cause to mass consumption & increase in production and ultimately reducing prices).

THE MOST PROMINENT PRACTICES IN TESTING ADVERTISING COPY, MESSAGE AND MEASURING ADVERTISING EFFECTIVENESS IN THE CONTEXT OF ALL MEDIA:

The advertising effectiveness measurement becomes more difficult involving short- and long-term objectives designed under the aegis of advertising campaign to attain the subtle and mild output in this quest. Since there are no concrete outcomes, the two-factor theory known as **Pre and Post** advertisement research that is empirically tested and have positive results is further elaborated for better comprehension of measuring advertising effectiveness.

PRE-PLACEMENT/PRE-TESTING OF ADVERTISING:

(a) It is a fact that past experience always remains of valuable help for advertising marketers but a systematic and right methodological approach for estimating the possible effectiveness of the advertising before its release would be worthwhile and would be avoiding adverse effect. Hence, the advertiser is to create innovative ideas which should encompass themes, product ideas, brand names, slogans etc. Under this head of pre-placement/pre-testing of advertising, we have covered the different parameters in the following paragraphs which would present us the streamlined approach to comprehend this method.

(b) **Concept Testing:** The whole advertising campaign which moves around this basic communication objective. Hence, it is often considered that the concept generated is well defined in fundamentals and principles. The concept testing involves **qualitative interviews, free association tests, statement comparison tests, rank order and absolute comparisons** are employed to scintillate the impact of the

concept around which the whole advertising message concentrates. Therefore, in the context of concept testing, the methods mentioned and employed attach more appealing to advertising which affects the efficiency and effectiveness of the concept.

(c) **Theme testing:** After testing the concept, the second step in this series is the definition and connotations of theme which are central to the message. In this regard **Manvendra Mohan**³⁶ has classified the theme in the following manner and motives:

- Utilitarian
- Focused
- Informative
- Non- Specific
- Achievement orientation
- Descriptive & projective
- New products, services, schemes or ideas etc

The above classification and along with it in the same pace, **Smith**³⁷, has also emphasized that apart from tests, motivational research techniques such as in-depth interviews, group discussions can be employed while testing the theme of the advertisement.

The Media Factor: The advertising message may be failing in achieving if the media selection is inappropriate or inadequate in terms of reach and coverage. Hence, for inducing high credibility to media effectiveness and over all influence on advertising effectiveness, it is essential that there is an appropriate media selection for the particular advertising campaign. **Wolfe and James brown**³⁸ have designed three ways of media planning for better effectiveness and testing of media which are appended below:

- The size of the audience.
- The environment that is favourable or neutral for advertising copy and the product features. They affect the product availability which the advertiser will seek or heed
- The message, reception and interpretation and feedback thereto. These media related influences, taken alone and in combination with cost data are frequent subject of media resource.

Copy testing: Whatever may be the message designed, it should attain the purpose of its contents. There are a number of ways to define the functioning aspect of copy but in a summated form, the copy means the presentation of message in terms of text, language and colouring are being tested. The following tests are administered for copy testing:

- **Consumer jury**
- **Matched samples**
- **Portfolio tests:** The comparative testing of product line for different segments of audience is shown and sometime individual product clippings are shown to make recall and the variance is also jotted down.
- **Story board tests:** Retention and comprehension of message is made and similar to portfolio tests.

Mechanical and other devices:

A tachistoscope: A timing device like the one used in cameras. It allows the operator to regulate the viewing time to the advertisement of package designed or more information may be asked immediately after the visual.

Eye Movement Cameras: The eye movement cameras are installed inside the room and the reactive conductivity of attraction is measured to infer the level of concentration or avoidance towards a particular commercial.

Pupil Meter Devices: This is device which is used to measure the learning process of an audience. The audience under goes various stages viz. sensory, cognitive, personal and sociological level of advertising effect. These types of devices are used basically before the launch of the commercial so as to re-innovate the copy for better results.

Psychological Response Measurement: Psychological responses can provide an accurate measure of the attention catching value of a test advertisement. In this, the electrical conductivity of the skin and other psychological responses and impact can be further read.

Post-testing: This means that under the post testing criteria, we analyze parameters of advertising effectiveness which are sequel to the advertising campaign and the measuring of advertising effectiveness is carried out post-campaign. In this, we try to ascertain the extent to which advertising achieve its specified objectives following its release. In the fields or parameters or effects in post testing, we are presenting the following techniques as recommended by **Daniel starch**³⁹.

Measuring Audience Exposure: Under this, data is provided under three headings viz. **Noted, Scene-Association and Read-most**, which is also known as **Starch** rating. The other research organizations of same feather call it as **Gallup** surveying or rating. Robinson provides a service for measuring the impact of advertisement based on recall, identifying copy, registration or PNR number etc. are confirmed to test in revealing the awareness level.

Measuring Attitudes and Attitude change: In this derivation of measuring attitudes and attitude change context, for details of such techniques and their applications **Level**⁴⁰, stated that views of audience and attitudes can be measured all along by way of focused group interviews, deviation of thematic-appreciation test and projective tests.

Analyzing Sales and Usages: Under this, advertising effectiveness measurement is carried out in terms of increase in the sales volume and the frequency or rating of the product/service usages. Indeed, this methodology is empirically accepted, but this is also not free from the criticism, because of the fact that the advertisements for a product or service is beamed with different appeals and with different motives which may range from creating awareness to inducing buying action or creating a favourable image of the firm or the product/service. And one more technique viz. **Enquiries and Returns**, whereby, we also measure the advertising effectiveness by eliciting enquiry information from the prospective and potential buyers. As a whole and in a nutshell, we can say that two ways are used to measure advertising effectiveness with two pretexts; first is to put emphasis to re-innovate the copy, media, message to make it more appealing and in getting better results and in the second technique i.e. post-testing, sales data are explored or sales analysis is carried out to know the changes in the sales volume.

In the summing up of advertising and its importance, we can say that the advertising has always been a medium to disseminate information from the intender to audience irrespective of its objective. The development in the field of advertising had a very gradual growth before 1950s but after that there had been a tremendous growth which every marketer and practitioners have employed to cut the fruits of business scales and in fighting the competitive market structure where up keeping one's stake in business world is very difficult due to cut throat competition and forceful entry by multinational companies. In the second half of the chapter we have presented the communication modalities which have been advocated by many academicians, practitioners and marketers etc. Then we have highlighted the importance of

budgetary methodologies and constraints etc. In the last phase of this chapter, we have presented the different methodologies adopted in measuring advertising effectiveness.

Summary

Its evident that academicians, professionals, practitioners and research scholars across the world have contributed in conceptualizing the concept of advertising and thereof its applications have proved and contributed greatly to the national and international economies.

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