



NEW PARADIGM IN TESTING THE EFFICACIOUSNESS OF ADVERTISEMENT

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ABSTRACT

Internet has revolutionized the world, The Social media and the changing dimensions of daily life has added a significant importance to the advertisement. The advertisement has changed its color, texture and even timings which has made it utmost difficult to test the effectiveness of the advertisement. In spite of all these advancement some basic factor still remained the same. The present paper is an attempt to analyze the some basic feature and content which are still valid even in the 20th century which can be used to measure the effectiveness of the advertisement. The paper also analyses how advertisement can be used in the product promotion.

KEYWORDS: *Advertisement, standard of living, trademarks, Advertising Industry*

DISCUSSION

Advertisement has emerged as a potent tool of product promotion. The essence of it lies in conveying to the target audience they want satisfying qualities of a product or service. The business world has consistently been searching for ways and means to improve the product and service that one buys, but the information regarding these improvements as well as a great deal of products pushing come from the advertising and of the business. Advertising in ancient and medieval times was crude when measured by present standards. The excavation of archaeologists in the countries timing the Mediterranean have turned up evidence that the Roman and some of the predecessors had learned that 'he pays to advertise'. Three forms of advertising were used prior to the time the printing press began to open the door to the development of modern mass communication media. There were trademarks, signs and town criers.

Indian Advertising Industry is in its growth stage. Barely six decades ago there was only a single advertising agency in our country where as today, there are legions of advertising agencies both big and small spread over all the parts of the country. The extensive growth of the industry has been responsible for competitive prices, easy availability of goods, improved quality etc. Advertisement is now-a-days being viewed in its true perspective i.e. as an investment. Advertisement plays a significant role in the launching of new product, developing as well as capturing the market and in achieving other market objectives.

As a tool to influence the minds of people, advertisement had emerged only in the form of mass media and just in few decades it has become a unique force in the economic and

social progress of developed as well as developing countries. This leaves a lot of gap for the industries to progress. Till today, there were only traditional means available in India viz. press, magazines, hoardings, kiosk, cinema etc. but now television and video films have also emerged.

The role of advertising in stimulating a high standard of living has become a recognized fact. In the past, the advertising was largely in an intuitive business in which the interest and conflicting opinions have often been accepted too readily as 'Advertising Principles'. The number of unknown relatives to when, how and why advertising would work has been great and the number of known few. This fact has given rise in recent years to a growing insistence on the part of the top business management as well as leading concern in advertising that better answer could be found to basic question. This desire coincided with a trend toward a more scientific approach to decision making in business generally. As a result there has been a substantial increase in both the quality and quantity of research, particularly over the past several years. The research is being placed more and more in the hands of person who are professionally trained and who represents a variety of disciplines. Advertising managers now have the benefit of result obtained from a significant amount of rigorous inquiry and are fast recognizing that the many assumptions which have characterized the field are being challenged. Research has come into use not only for the purpose of testing but to furnish new information to feed the creative process.

The development of knowledge in the field of advertising is in its infancy but an encouraging start has been made. A major factor aiding the development is melting of barriers

which historically have separated various disciplines from one another and served to insulate advertising from their influence.

Today, advertising has the power to lead the people to spend on goods and services which even they don't have needs. The typical example is the "Sale" advertised by the various companies. Tempted by this the person overspend on the goods and services. Today in the era of scientific management one of business function which more than any other appears to stay shrouded in mystery and art is advertising. There have been widespread criticism of advertising and at the same time praise also as one of the important tool for increasing or stimulating demand. Advertising is all pervasive. Everywhere it touches one's life at every point and corner. It persuades people and is seen in almost all walks of life in one form or the other. Every advertisement has either a long-term or short-term objective. The ultimate purpose is to influence or change the attitude of the customer and in turn enhance the sales of the product. It has also done a tremendous job in helping to create mass production and to reduce initial cost and to pass money saving on to the customer in the form of lower prices.

Philip Kotler has aptly summed up the purpose of advertising when he said "Advertising is supposed to do its job by bringing the buyer to water whether he drinks depends upon the product, price, packaging, personal selling service, financing and other aspects of the marketing process. More specifically the purpose of advertising is to make potential buyer respond more favorably to the firm's offering. Advertising has a business, purpose; a purpose of special pleading. What an audience receives from, it is quite important. The advertisements are carefully drafted to increase its effectiveness. Many teams work day and night to make it effective so as it leads the person to buy the product. Apart from that it helps in the establishing the product.

Advertising is one of several forces contributing to awareness, comprehension, conviction and action. Other forces also act depending upon whether this is "consumer or industrial product or service." The purpose of advertising is to perform certain part of communication job with greater economy, speed and volume that cannot be accomplished through other means. In every case, the function of advertising is to perform a commercial communication task more economically than by some alternative means. Feed-back is an important line in the chain of communication. An early feed-back prevents companies from serious damages as the message can be corrected accordingly. His main interest is whether the message is received and interpreted in the same way. It is transmitted or whether it will produce fewer or more sales etc. In case the feedback is recovered early the message can be modified accordingly. Every message must have a theme or basic appeal which should be meaningful to the buyer. This means that the prospective consumer has some needs. The advertisement should have the same theme and same message to lure them. It should have strong appeal and should arouse consumer's interest.

Sex in advertising has crept into a limit of no return in Indian society. Sex has become a source of popular appeal as well as a force, pulling the youngster. A lot has been done to attract and to keep audience alive, and perhaps the most widely used gimmick is the case of illustrations which are sexually suggestive. Beautiful female's forms are spread over the advertisement in different stages of nude or suggestive poses. Illustrations displaying both women as well as men in suggestive positions are also becoming common. However, how much effective an advertising program has been or to what extent the advertisement could be able to convey the meaning to the target audience has been more a matter of conjecture.

In conclusions, it can be said that through its sustained growth, advertising has become arguably the country's most persuasive communication form, bridging the gap between 14 major linguistic groups and daunting cultural diversities.