

PG – TRB COMMERCE UNIT – 2 MARKETING (ADVERTISING)

Advertising – Media – Copy – Effectiveness – Consumer Rights and Protection – Recent Trends in Advertising.

ADVERTISING**INTRODUCTION**

- Advertising is derived from the **Latin** Word “**advertero**”, “**Ad**” meaning **towards** and “**verto**” meaning “**to turn**”. It means “totally turn people’s attention to a specific thing”.
- Advertising is derived from the **French** Word “**Advertis**” which means to notify, to inform, to give notice of or ‘to give public information or announcement of’.
- In **1961**, **Russel H. Colley** identified **52** possible objectives. He listed them in **his book Defining Advertising Goals for Measured Advertising Results (DAGMAR)**.

DEFINITIONS OF ADVERTISING

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

“Advertising consists of all the activities in presenting to a group a non-personal oral or visual, openly sponsored message regarding a product, service or idea.” – **William J. Stanton**

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” – **AMA**

TYPES OF ADVERTISING**1. Classification on the basis of the Prospects**

- a) **Consumer advertising** – Advertising in which **direct appeal** is made by the **manufacturers to the ultimate consumers** to buy the goods for their consumption is called consumer advertising.
- b) **Industrial Advertising** – Advertising in which **direct appeal** is made by the **producers to the industrial users** to buy the goods for their productions is called industrial advertising.
- c) **Trade Advertising** – Advertising in which appeal is made by a **manufacturer to the traders** or dealers such as **wholesalers and retailers** to stock their goods for resale.

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- d) **Professional Advertising** – Advertising is one in which appeal is made by manufacturer to the professionals like **doctors, engineers** etc. to use his product and also recommend the same to others.

2. Classification on the basis of type of products

- a. **Consumer Products** – **Consumer durables** which last over a period of time like refrigerators, TV and other appliances. **Consumer non-durable** like soaps, detergents, pastes, food products, medicines.
- b. **Industrial Products** – Industrial products like plant and machinery, spare parts etc.

3. Classification on the basis of Geographical area

- a. **National** – Advertising undertaken by an advertiser covering the **entire nation** is called national advertising. This type of advertising is undertaken by **manufacturers**.
- b. **Regional** - Advertising that covers a particular **region** (i.e. covering one or two States) is called regional advertising. It may be undertaken **either by manufacturers or by dealers/distributors**.
- c. **Local** – Advertising that covers a particular **locality or area** is called local advertising. This type of advertising is undertaken by dealers, such as **wholesalers and retailers**.

4. Classification on the basis of type of Demand

- a. **Primary** – It is an advertisement which is intended to create demand for the general product of the whole industry.
- b. **Selective** – An advertising undertaken by a particular manufacturer for creating demand for a particular brand of a particular product.

5. Classification on the basis of Objectives

- a. **Product** – Product advertising is a type of advertising which is undertaken by an advertiser for creating demand for his product.
- b. **Institutional** – It is an advertising undertaken by an advertiser to create a **good image of the institution** or concern in the minds of the public and build up goodwill or reputation for the concern. It is directed not only

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towards the buyers of goods but also the shareholders, creditors and the employees of the concern.

6. Classification on the basis of result intended

- a. **Direct action or quick action advertising** – It is one which is intended to get quick response from the buyers i.e. the buyer are induced to the product immediately. An advertisement requesting the buyers to buy a product within a week or fortnight to avail discount is an example of direct action advertising.

The nature of advertising that aims to procure orders through mails is known as [TRB 2011-2012]

A) direct action advertising

B) trade advertising

C) professional advertising

D) industrial advertising

- b. **Indirect action Advertising** – It is one which seeks to stimulate (motivate) the demand for the product advertised, not immediately, but over a long period of time. This type of advertising is generally undertaken in the case of highly priced articles like motor cars, scooters, etc.

7. Classification on the basis of Nature

- a. **Emotional advertising** – It is one in which the appeal is directed to the **emotional feelings** of the prospects to create a demand for a particular product.
- b. **Rational (Normal) advertising** – These are directed towards the **thinking faculty** of the audience. Here the functional benefit of the product is highlighted. Some examples of rational motives are high quality, low price, long life, and performance, ease of use, resale value and economy in operating expenses.

8. Classification on the basis of Sponsorship

- a. **Manufacturers' advertising** - It is one which is undertaken by a manufacturer. It may be product advertising or institutional advertising. It is generally undertaken on a national level.

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- b. **Dealers advertising** – It is one which is undertaken by the dealers, i.e. wholesalers or retailers of a product. It may be either product advertising or institutional advertising. It is generally undertaken on a regional or local level.
- c. **Co-operative Advertising** – It is undertaken jointly by the manufacturer and dealers.

9. Classification on the basis of Purpose

- a. **Commercial** – It is the normal advertising undertaken by an industrial or commercial undertaking solely for the purpose of increasing the sale of its product or service.
- b. **Non-commercial** – It is one which is undertaken by a non-profit organisation, such as charitable institution with a view to help of the public

10. Classification on the basis of Targeted Prospects

- a. **Mass Advertising** – It is one in which an appeal is made to the masses to buy the product advertised.
- b. **Class Advertising** – It is one in which an appeal is made to a particular class of buyers to buy the product advertised.

11. Classification on the basis of Advertising Media (TV, Radio, Magazine, Outdoor, Periodical, Newspaper, Direct mail)**12. Classification on the basis of usefulness of Advertising**

- a. **Constructive advertising** – It is one which creates demand for new products and maintains or increases the demand for existing products.

Constructive Advertising is for [TRB 2014-2015]

A) Creating demand for new products

- B) To state improvements in the products
- C) To impress the superiority of the products
- D) To stress the comparative features of two or more products

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- b. **Competitive or Selective advertising** – It is one which is undertaken by a manufacturer to impress upon the consumers about the superiority of his products over the products of competitors.
- c. **Comparative advertising** - Comparative advertisements are being notices of late in print media. Such types of advertising stresses on comparative features of two or more specific brands in terms of product or service attributes
- d. **Destructive advertising** – It is one which seeks to induce the consumers to buy the advertised product through exaggerated (overstated) claims or misrepresentation.

An advertising which induce consumers to buy the advertised product through exaggerated claims [TRB 2014-2015]

- A) Selective advertising
- B) Constructive advertising
- C) Comparative advertising
- D) Destructive advertising**

MEDIA

Medium is a means through which the advertising message is conveyed to the consumers. The proper selection of the medium by which the message is to be conveyed, must achieve the pre-determined goals.

KINDS OF MEDIA

I. Indoor Advertising

- A. Press Media i) Newspaper ii) Magazine
- B. Radio
- C. Television
- D. Film

II. Outdoor Advertising

- A. Mural (Posters)
- B. Advertising Board
- C. Vehicular
- D. Printed Display

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- E. Travelling Display
- F. Electric Display
- G. Sky Advertising
- H. Sandwich-man
- I. Handbills (leaflets)

Sandwich man advertisement is a form of [TRB 2011-2012]

- A) Indoor media **B) Outdoor media** C) Direct media D) Display media

III. Direct Advertising or Direct Mail

- A. Sales letters
- B. Circular letters
- C. Booklets and catalogues
- D. Folders
- E. Package inserts
- F. Store publications

IV. Promotional Advertising

- A. Window display
- B. Interior display
- C. Show-rooms
- D. Exhibitions

Modern advertisings are: [TRB 2012-2013]

- A) Outdoor advertising B) Film advertising
C) Indirect advertising D) Direct advertising

Examples for new age media: [TRB 2012-2013]

- A) Television **B) Social Network Sites**
 C) Trade Fairs D) Direct Mail

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ADVERTISEMENT COPY**INTRODUCTION**

- The **message** is the **heart** of advertising.
- **Copy** refers to the **reading matter** that forms the text of the advertisement.
- **Copy** includes **words, sentences, paragraphs, subheads and headlines** and **figures** that are found in an advertisement.
- A Good advertisement copy must make people **to see it, to read it, to understand it, to believe it and to buy the product.**
- The **AIDA** formula is very important in advertisement copy.
- **AIDAS** = Attention, Interest, Desire, Action, Satisfaction or Sale

The full form of AIDAS is [TRB 2011-2012]

- A) Attention, Interest, Desire, Action, Sale
- B) Attention, Involvement, Desire, Action, Sale
- C) Attention, Interest, Desire, Action, Satisfaction**
- D) Advertisement, Interest, Desire, Action, Sale

MEANING OF ADVERTISEMENT COPY

An advertisement copy is the **written or spoken message** in an advertisement including **words, sentences, figures** aimed to convey a desired message to the public.

The **written matter** and **message** used by the advertiser to **convey** his desired **idea** is known as **advertisement copy**.

The reading matter is an advertisement that attracts the attention of readers creates confidence and urge to possess the product is [TRB 2011-2012]

- A) advertisement message
- B) advertisement media
- C) advertisement value
- D) advertisement copy**

Advertising copy refers to: [TRB 2012-2013]

- A) Reading matter**
- B) Sponsor's ideas
- C) Action
- D) Personal presentation

The words used to convey the advertising theme is called [TRB 2014-2015]

- A) Advertisement copy**
- B) Advertisement layout
- C) Advertisement media
- D) Advertisement budget

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ELEMENTS OF AN ADVERTISEMENT COPY

1. **Attention value** = To attract the attention of readers
2. **Suggestive value** = The advertisement should **suggest the advantages** of buying a particular products.
3. **Conviction Value** = Advertisement should be **true (facts)** and that could be readily believed.
4. **Sentimental Value** = Advertisement should respect the **sentiments and feelings** of the people.
5. **Educative value** = Advertisement gives new information, suggestion and knowledge to people and directs them to go for the product.
6. **Memorizing Value** = A good impression on the reader's mind.
7. **Instinctive value** - The matter or message **must be arranged in such a way** that the reader is able to understand and act on the message.

QUALITY OF A GOOD ADVERTISEMENT COPY

It must be simple, informative, honest, complete, and urge.

EFFECTIVENESS

The huge amount of money is spent on advertising in India and elsewhere, because of which it has become vital to test the effectiveness of advertising in all organisations.

MEASURING ADVERTISING EFFECTIVENESS

I. Pre-testing – If an advertising campaign is tested **before** it is run.

1. **Concept testing** – It is a major feature of creative strategy which has a bearing on the ultimate effectiveness of advertising. Concept testing would usually involve not more than 50 to 100 respondents using techniques such as a) qualitative interviews b) free association test c) statement comparison

2. **Theme testing** – The themes can be classified as utilitarian (useful), focus, informative, non-specific, achievement orientation, descriptive and projective, new product or idea.

3. **Copy testing** – The basic purpose of copy testing is to establish whether the message content and presentation are likely to perform their intended task efficiently and knowing the kind of changes and improvements

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that may be helpful. Copy testing involves the following – consumer jury test, direct mail test (post card test), portfolio test, and psychological scoring and mechanical or laboratory test.

II. Post-testing – It is designed to measure effectiveness of advertisements after they have already been run and also to find reasons for its performance.

Advertisement recognition test is [TRB 2014-2015]

- A) Pre-test **B) Post-test** C) Continuous-test D) Final-test

Techniques of Post Testing:

1. Recall or impact test
2. Recognition test or Starch test or readership test
3. Enquiry test
4. Triple association
5. Sales Effect test
6. Sales Results test

Which one is used to measure advertising effectiveness? [TRB 2012-2013]

- A) Customer response B) Market response
C) Competitor's response **D) Sales response**

CONSUMER RIGHTS AND PROTECTION**INTRODUCTION**

- ❖ The term **consumerism** was **first** coined in the mid-1960s in **USA** by **Ralph Nader (Father of Consumer Movement)**
- ❖ **AWARE** = **A**ssociation of **W**omen **A**gainst **R**ising **E**xpenses (1966)
- ❖ **AWARE** remodelled as “Consumer Guidance Society of India”.
- ❖ The Act was further amended in 1993 and referred as **COPRA**.
- ❖ Consumer Protection Day **MARCH 15 - World Consumer Day**
- ❖ **National Consumer Day December 24**
- ❖ Caveat **Emptor** = **Buyer** beware
- ❖ Caveat **Vendor** = **Seller** beware
- ❖ Consumers as the **poor** consumers – **Mahatma Gandhi**
- ❖ Consumerism is a **shame** of marketing – **Peter Drucker**
- ❖ Consumer Protection Act, **1986**, with effect from **15-04.1987**

Consumer Protection Act: [TRB 2012-2013]

- A) 1949 **B) 1986** C) 1984 D) 1969

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DEFINITION OF CONSUMERISM

According to Philip Kotler “Consumerism is not limited to organized efforts only but, is a social movement seeking to augment (increase) the rights and powers of buyers in relation to sellers.”

RIGHTS OF CONSUMERS

1. Right to safety
2. Right to be informed
3. Right to choose
4. Right to be heard
5. Right to consumer education
6. Right to recourse and redressal
7. Right to basic needs (live in an environment that enhances the quality of life)

The rights of consumers under Consumer Protection Act, 1986 does not include [TRB 2011-2012]

- | | |
|-----------------------------|--------------------------------|
| A) right to safety | B) right to choose |
| C) right to purchase | D) right to consumer education |

John F. Kennedy summed up the basic consumer rights – “As the right to **safety**, the right to be **informed**, the right to **choose** and the right to be **heard**”

MACHINERY FOR REDRESSAL OF CONSUMERS GRIEVANCES**1. DISTRICT FORUM**

Total **3 members** (One Chairman and Two members (one woman)) are appointed by the **State Government**. Consumer complaints where the value of goods or services and the compensation claimed is **less than 20 lakhs**. An appeal against the order of the district forum can be filed to the State Commission **within 30 Days**.

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2. STATE COMMISSION

Total **3 members** (One Chairman and Two members (one woman)) are appointed by the **State Government**. Consumer complaints where the value of goods or services and the compensation claimed are between **20 lakhs and 1 Crore**. An appeal against the order of the State Commission can be filed to the National Commission **within 30 Days**.

3. NATIONAL COMMISSION

Total **5 members** (One President - Supreme Court Judge and 4 other members are appointed by the **Central Government**). All complaints pertaining to those goods or services and compensation whose value is more than **1 Crore** can be filed. The orders of the National Commission can be filed to the **Supreme Court within 30 days**.

Consumer Protection Act, Section 9 provides for the establishment of a three-tier consumer dispute redressal system namely [TRB 2011-2012]

- A) Local Forum, State Commission, National Commission
 B) District Forum, Regional Commission, National Commission
C) District Forum, State Commission, National Commission
 D) District Forum, State Commission, Central Commission

Consumer Disputes Redressal Agencies do not function at [TRB 2014-2015]

- A) State level B) National level C) District level **D) International level**

RECENT TRENDS IN ADVERTISING

- ✓ The first **web advertisement** was placed on the **October 1994** edition of the **Hotwired Website**.
- ✓ Online shopping (snap deal, quikr, flipkart, paytm etc.)
- ✓ New age media – social network sites (face book, whatsapp, twitter etc.,

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