

AJMR

ISSN (Online) : 2278 - 4853

# Asian Journal of Multidimensional Research



*Published by :*  
**www.tarj.in**

**AJMR**

ISSN (online) : 2278-4853

Editor-in-Chief : Dr. Esha Jain

Impact Factor : SJIF 2020 = 6.882

Frequency : Monthly

Country : India

Language : English

Start Year : 2012

Published by : [www.tarj.in](http://www.tarj.in)

Indexed/ Listed at : Ulrich's Periodicals  
Directory, ProQuest, U.S.A.

E-mail id: [tarjjournals@gmail.com](mailto:tarjjournals@gmail.com)

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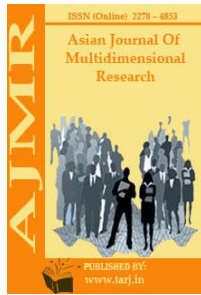
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Special  
Issue

## Asian Journal of Multidimensional Research

ISSN: 2278-4853 Vol. 11, Issue 8, August 2022 Special Issue SJIF 2022 = 8.179

A peer reviewed journal



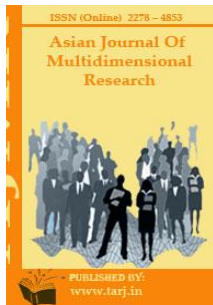
**TRANS ASIAN RESEARCH JOURNALS**  
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**Asian Journal of Multidimensional Research**  
**(AJMR)**

**ISSN: 2278-4853 Impact Factor: SJIF 2022 = 8.179**

**SPECIAL ISSUE ON “INTEGRATED  
MARKETING COMMUNICATION &  
ADVERTISING”**

**August 2022**



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**INTEGRATED MARKETING COMMUNICATION: AN INTRODUCTION****Ms. Leena George\***

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**ABSTRACT:**

*Using a variety of marketing channels and communication technologies, integrated marketing communication (IMC) aims to provide customers a consistent and seamless brand experience. With a focus on its significance, essential elements, and advantages for businesses, this abstract introduces the idea of integrated marketing communication. As a result of the development of digital technology and shifting customer behaviour, the conventional marketing environment has undergone tremendous change. It is crucial for marketers to implement an integrated strategy in order to successfully interact with their target audience due to the fragmentation of the media and the proliferation of communication channels. IMC entails the coordination and integration of all marketing communication strategies, including advertising, public relations, sales promotion, direct marketing, and digital marketing, in order to present a consistent and coherent message across various touchpoints. IMC raises brand awareness, fosters client loyalty, and promotes company expansion by making sure that all marketing initiatives are coordinated and operate in unison. The abstract also emphasises the advantages of IMC adoption for organisations. Improved brand awareness, more consumer involvement, improved marketing effectiveness, and a higher return on investment are just a few of these advantages. IMC also helps businesses to make the most of data and analytics to monitor, optimise, and make better decisions about their marketing communications strategies.*

**KEYWORDS:** Advertising, Brand, Marketing, Media, Sales.

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**INTRODUCTION**

Communication may be defined as the basic act of passing a message from one person to another. However, for communication to be successful, it is crucial that the recipient understands the information sent. In general, communication refers to the exchanging of ideas. Charles F. Redfield defined communication as the exchange of ideas and information between people[1], [2].

**The Process of Communication**

A message is sent from a sender to a recipient in marketing communication. Understanding a message is the outcome of the communication process. Through media or certain channels, the message is communicated. By getting feedback from the communication's addressee, it is possible to determine how the message was received. When the message is affected by 'noise'

factors, communication sometimes fails to achieve its goal of producing an acceptable reaction or comprehension. The message's source is the sender. It transforms the message into a symbol, like a letter or advertisement. The message is sent via the media, such as the postal service, television, or newspapers, and is known as "encoding." The message is received by the recipient, who responds in a certain way and relays that information back to the sender. To be successful, the message must achieve three things. First, it must grab the recipient's attention. It must be comprehended. It must arouse the receiver's requirements and provide suitable solutions for meeting those wants. Senders need to be aware of the audiences or receivers they wish to reach as well as the reactions they want. When encoding the message, they must be skilled and consider how the audience or recipient would decode it. Before designing the message, the sender needs learn as much as possible about the recipient in order to ensure that the recipient will comprehend it. The message is sent via effective media that are received by the intended audience. By creating feedback channels, one can determine the audience's reaction. Noise in this process has the potential to skew communication. Noise might be caused by ineffective message preparation, occupied audience members, or negligent reaction feedback.

### Communications in Marketing

The management of the four Ps of modern marketing is product, pricing, promotion, and location or distribution channel. In a way, communication is a big part of the overall marketing process. As an example, the product conveys a specific image like youth, glamour, or status. The brand name, such as Dream flower talc, conveys the product's psychological and physical characteristics. The manufacturer's opinion on the consumer's convenience and aesthetic sensibility is conveyed to him or her via the packaging. The cost conveys information about the product's quality. The distribution channel, or the buyer and seller interactions, takes place. As a result, every component of the marketing mix either facilitates or obstructs communication, which in turn affects the sales effort. As a result, marketing communication has a wider definition than promotional strategy. The planned promotional communication, however, is the most crucial component of marketing communication. The following are the main tools that make up the integrated marketing communication mix, which is also known as the promotion mix:

- i. Advertising is any sort of non-personal, paid promotion of a sponsor's ideas, goods, or services.
- ii. **Sales promotion:** Temporary, direct incentives to boost the purchase of goods and services.
- iii. Publicity is the non-personal stimulation of demand for a product or service, or for a company as a whole, by publishing news that will have a positive impact on sales. The sponsor does not cover the cost.
- iv. **Personal Selling:** In order to close a transaction, a salesperson speaks verbally with the customer or potential purchasers while providing a sales presentation.



- v. **Public Relations:** Marketers use public relations to create a positive perception of their companies in the eyes of the public, including the general public, consumers, suppliers, the government, media, rival companies, shareholders, workers, and the general public.
- vi. **Websites:** By creating a website, a business may control its online visibility.
- vii. Brochures, white papers, slide decks, and case studies are often produced as marketing collateral to portray a business image.
- viii. **Online marketing:** A business interacts with clients on specific social media accounts.
- ix. Trade exhibitions are a good way to connect with customers.
- x. Events, sponsorships, and packaging are used to introduce a brand. It is a happening. The sponsorship of sports. The salesperson is a bundle.

### The Marketing Communication Process

#### 1. Streaming Media

The communication is being sent by the organization or the marketing manager. The message is concealed in sales presentations made by salespeople, press materials, sales promotional displays, and advertising content. Print media, such as newspapers and magazines, as well as electronic media, such as television, radio, and movies, as well as salespeople giving presentations, may all be used to spread the message. The consumer's perception of the message is part of the decoding process. This is sometimes the most difficult component of marketing communication since recipients may not always understand the message as the sender intends. As was previously said, encoding and decoding are when communication becomes most challenging. This can occur because the frames of reference and areas of expertise between the sender and the recipient may cause the meanings associated with particular words and symbols to vary [3], [4].

### DISCUSSION

Communication is made possible by the overlapping of the fields of experience and frames of reference. Without overlap, communication could be difficult or impossible. By conducting a market research study or by examining the sales statistics, it is possible to determine the audience or customer reaction. Competitive marketing messages comprise the noise component. When commercials are displayed, there could be a random noise element, such as individuals fast-forwarding a video cassette. By being aware of the relevant market aspects as well as the wants and attitudes of prospective customers, communication errors may be reduced.

### IMC Stands For Integrated Marketing Communication

Publicity, sales promotion, advertising, and public relations make up the communication package. In 1993, Don Schultz, Stan Tonnenbaum, and Robert Lauterborn published *Integrated Marketing Communications: Putting It Together and Making It Work*, a book that introduced the integrated marketing communication paradigm. It was a fresh way of thinking and a methodical approach to addressing problems. To hold marketing communication responsible for accomplishing the corporate goals, it must adopt a consistent strategy. The concept quickly came

to be understood as communication coherence, for example, PR must be in sync with advertising. IMC encourages a unified perspective on communication across all media. A fundamental brand concept is spread throughout the media, or "synchronised marketing," as Grey refers to it. Each division in an agency has its own set of commercial objectives. They need to stress the whole communication plan. The whole communication package may not be offered by a single agency. The key issue is who will serve as the integrator. Who will be held accountable if effective integration doesn't occur? Advertisers often hold the agency accountable. The marketers have primary responsibility, however. The marketing manager is in charge of maintaining control over the whole communication strategy. The idea of Integrated Customer Behaviour Management (ICBM), which unites everything that influences customer behaviour, has also been advanced by researchers. A multifaceted interactive communication bundle known as an ICBM links a brand to a client.

### **IMC's place in marketing**

Building a connection with consumers is the ultimate goal of brand communications. IMC enables us to approach the consumers in an ideal and effective manner. Dove soap incorporates a number of marketing mix components to give the product a premium image. Business to business communication is influenced by IMC. Both internal and external communication inside the firm via various channels are impacted. IMC is ultimately utilised to develop brands and increase brand equity. IMC sets our brands apart from those of our rivals. It forges a relationship based on trust between the brand and its audience. In a too communicative age, it stands out from the noise. One-way advertising used to be the primary promotional strategy. It was backed by sales promotion (SP), and since then, IMC has turned its focus to how different other components of the communication package might work together in synergistic ways. Communication is now dynamic and two-way. IMC initially focuses on keeping the existing clients and developing enduring relationships with them, as opposed to trying to acquire new clients. Mass media was formerly employed in marketing. Relationship marketing using IMC is how it has changed. IMC is encouraged by the evolving competitive landscape and communication technology advancements. Integral messages support one another. The corporation, its agency, and the media should all operate in harmony. IMC is effectively planned, tracked, managed, and evaluated.

### **Development of IMC**

The area of marketing communication has seen a significant development since Schultz and Lauterborn's book on Integrated Marketing Communication was published in 1993. Marketing during the time invested money on public relations, direct marketing, sales promotion, and advertising. Advertising made up the primary component. These tasks were coordinated by a manager, who also coordinated messaging for these four regions. The goal was to provide a comprehensive and unambiguous message. In each individual product area, several brands were introduced as the market got more competitive. Developing a brand identity was the goal of communication at the time. By making investments over time, marketers leveraged IMC to develop the brands. Brand equity was gained by the companies. As a result, integrated marketing communication was used to develop companies and increase their brand equity.

### Motives for IMC's Growth

IMC has evolved into a strategic instrument in the hands of marketers as a result of: the availability of numerous media to transmit the messages. The advertising and media business has seen several transformations over the course of time. a change in communication from bulk to tailored. purchasers now have influence over markets. The idea of who is in charge of communication has become clear. The custom of paying agencies on the basis of performance has begun to supplant commission-based payments. Internet access is available constantly.

### Qualities of IMC

Advertising, sales promotion, public relations, direct marketing, the internet, and social media all function as one cohesive communication tool. Each does not function alone. They complement one another. There is a propensity to spend more time online and on mobile devices since mass media is no longer as successful as it once was and the mainstream media has become more fragmented. In order to connect the non-digital and the digital, IMC must be used. IMC prioritises the client in all of its efforts. It begins with the client, not the business. The goal of IMC is to choose the best communication package for a brand message. IMC makes sure that a single message is sent over all of the communication channels. The link with customers and brands is established through IMC. IMC has an impact on consumer behaviour. IMC aligns the business's budget with its communication strategy[5]–[7].

### Promoting IMC using Tools

IMC tools come in a variety of forms. Any type of compensated non-personal promotion of ideas, goods, or services by a clear sponsor.

- i. **Sales promotion:** Temporary, direct incentives to boost the purchase of goods and services.
- ii. **PR/Publicity:** Marketers participate in public relations to shape the public's perception of the company favourably. Publicity is the commercial management of the media. It contains crucial news to promote a positive image.
- iii. **Personal selling:** A salesperson communicates verbally with a potential customer while presenting a sales presentation in order to close the deal.
- iv. **Website:** A company's website has to provide the market a quick introduction. It should be educational since it details the company's operations and its line of products. It need to be simple to browse and utilise. The website has to be e-commerce ready if customers wish to make purchases there. When a corporation is unable to communicate with a client directly, a website must do so. It need to offer contact and feedback options.
- v. Online or by mail, products are sold directly to customers via direct marketing.
- vi. The marketing collateral you use as a supplement to your communication strategy. Brochures, white papers, slide presentations, and case studies are examples of these. These help to identify your brands and develop your business image.

- vii. **Online or digital marketing:** via addition to maintaining a website, your staff should be prepared to interact with clients on social media, via emails, and on specific pages. You should also be aware of the linkages to other websites. You need to find and keep your consumers. Apps and browsers both have advertisements. On videos, advertising may be shown.
- viii. **Trade shows:** Making touch with customers at a trade show is productive. Compared to separate gatherings, it offers far more advantages. It offers a chance to speak with potential clients and consumers face-to-face. All of this is accomplished efficiently and affordably.
- ix. **Events, sponsorships, and packaging:** A sizable event might be planned to debut a brand. To advertise the company, sporting activities like a football or cricket game are sponsored. The brand's packaging needs to serve as a salesperson.

### Planning Process for IMC

Advertising, sales promotion, public relations, direct marketing, personal selling, and digital marketing were often seen as independent operations by organisations. These activities are merged after the IMC idea has been accepted, and IMC strategies are created by harmonising the goals and tactics of each activity. The corporate strategy serves as the foundation for creating the promotional plan. The execution of the complete marketing strategy is constrained by the promotional budget. The Integrated Marketing Communication (IMC) Programme is made up of all the actions a business takes to achieve its marketing goals. IMC is ultimately tracked, assessed, and regulated.

### MODELS OF COMMUNICATION

#### Alternative and Conventional Response

The target audience is the term used to describe the group of product consumers for whom marketing communication, particularly advertising, is intended. We must decide the intended reaction after determining the target audience. Of course, purchasing the item or service is the intended outcome. We need to understand the decision-making process that moves the target market from where it is today to a greater level of purchase readiness. The degree to which the target audience understands and accepts the advertising message determines how successful the advertisement will be. According to research, an advertising must capture attention, pique interest, create a demand for the goods, and ultimately compel action. Clearly, not all advertising are successful on these levels. This is the only explanation for the stark difference in exposure to the marketing and those who really make the purchasing choices. But at this point, other components of the marketing mix, particularly distribution, become essential.

Advertisement spreads a concept, a message, or a conviction. Only if the media audience understands the message and is inspired to do the desired action will an advertising be successful. In order for the intended action to be taken after receiving the message, a number of models have been created that clearly identify the actions that must occur in what order.

Traditional AIDA Model: The AIDA model is a considerably condensed model based on the same idea of consecutive phases of customer activity. AIDA is short for

A: gaining notice

I: pique interest

D: creating desire

A: getting something done

In most circumstances, advertising as a channel of communication can successfully carry out the first three tasks. However, in the case of direct-action advertising, it must also do so without the help of any other promotional tools. However, in the case of indirect-action advertising, two-way contact between the prospective customer and the sales team might help the action at the moment of purchase. Let's look more closely at the attention, interest, desire, and action components. The layout is the most crucial element in drawing attention to an advertising. We might be captivated by the layout's typography and colour scheme. We are also drawn to the advertising because of its magnitude. White space in contrast is an excellent attention-getter. For attracting attention, movement is a crucial component. Movement may be either emotional or physical. The advertisement's placement also increases the worth of its attention. Attention is gained by the use of celebrities in the advertising as well as dramatization, model choice, and artwork[8]–[10].

Ads are not read just because they are viewed. The majority of readers just glance at the graphics, not the words. In this case, drawings must work hard. Along with headlines, they need to encourage more reading. Thus, the choice of the picture and how it is brought to life are crucial. Even the copy format matters for generating attention. Some individuals respond better to a comical copy than others do to a scientific copy. Here, a copywriter faces a conundrum. In order to satisfy the greatest number of individuals, he must look for a shared area of interest. Creating a demand for the item or service being offered is the fundamental goal of advertising. The purpose of appeals is to inspire individuals. Strong copy or description is usually helpful. People buy items for both physiological and psychological reasons. These motivations must be stoked in the commercial text. There are certain obstacles here, as well as some client misgivings. We must get through them. By providing proof, endorsements, testimonies, statistics, and facts, we must persuade. People are more likely to purchase the merchandise while aroused.

Purchase of the product is the logical conclusion of the heightened desire.

1. Products are connected to the business.
2. The message is stated again.
3. There are several pleas for prompt action.

The stage of cognition that requires attention. The target audience is exposed to the message at this level, and when they understand it, it prompts a cognitive reaction and awareness. The emotional phases of interest and desire are what lead to an intention to purchase via influencing attitudes. The behavioural stage is the last action phase. In reality, none of the advertisement

copy guides the buyer from awareness to purchase. As a communication tool, the AIDA model simply recommends the appealing aspects of an advertisement.

### **Alternate Model of the Hierarchy of Effects**

Gary Steiner and Robert Lavidge created the Hierarchy of Effects Model. It is a six-step marketing communication approach that starts with seeing the product and ends with purchase. It is the responsibility of the marketer and advertiser to guide the consumer steadily through these six phases in order to convince him to buy the goods.

#### **1. Awareness**

Customers become aware of the goods thanks to advertising. He learns about the product. This phase is quite difficult. Even if he sees the communication, he may not know about the product. Such communications need to be sent out regularly. These communications must be persuasive in order to alert the buyer on their own.

#### **2. Knowledge**

Following awareness, the consumer begins learning more about the product. He may speak with the companies who offer the goods. He talks about it with his friends. He looks for information online and in other books. He does examine the packing of the goods. A client could switch to a rival brand if there is insufficient information accessible.

#### **3. Liking**

At this point, a consumer starts to get enamoured with the product. A marketing communicator must constantly highlight the aspects of the product that make it appealing to the consumer.

#### **4. Preference**

A client may like more than one product, it is feasible. In the end, he was free to choose any product. The purpose of marketing communication is to alienate customers from competing goods. The marketed brand must be preferred by the consumer. Unique Selling Proposition (USP) must be emphasised in communication, as well as the brand's selling points. It must be seen by a consumer as a unique and superior offering.

#### **5. Conviction**

At this point, the customer's interest in the product has to be piqued. If at all feasible, the product may be sampled. If you're selling a car, you may take the buyer on a test drive. You may arrange for a demo. It is a measure to reassure the client that he is headed in the correct direction.

#### **6. Purchase**

The last stage is for the buyer to actually purchase the product after going through all the previous procedures. Keep this phase straightforward and uncomplicated. The client can decide otherwise if it is complicated. Giving the consumer a variety of payment alternatives makes it simpler for them.



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**Behaviors and actions**

These six processes are condensed into three stages of consumer behaviour by Lavidge and Steiner. actions that are cognitive or thought-provoking at the first stages of consciousness and understanding. Influencing conduct in the three following phases of like, preference, and conviction.

**Conciliatory conduct when he purchases the item**

It is referred to as a hierarchy of effects model as the client progresses from one level to another. Many people view the product's advertising, yet they may not purchase it. To guide a consumer from stage to stage, a marketer and communicator must put in a lot of effort.

**Promotional Objectives Determination****Objectives**

The goals that must be attained within a certain time range are called objectives. They are designed to direct the staff in achieving them. The goals of advertising and promotions must align with the organization's and its marketing department's overarching goals. Some considerations in the realm of promotion have to do with the available creative alternatives, choosing the media mix, and distributing funds throughout the promotional mix. The employees work hard to accomplish the goals. Thus, they serve as the standards. We will have to evaluate if we met them. Good goals need to be quantifiable[11], [12].

**Communications and Marketing Objectives**

The marketing goals are spelt out in the market plan. These show what we need to do in the near term, over the course of a year, or over a quarter. During a fiscal year, a company may decide to enter a new geographic market. It can claim that it will capture a 5% market share in the new market. These goals thus define revenue, market share, earnings, or ROI. These goals must be measurable, practical, and reachable. On the other hand, IMC goals are developed from marketing objectives. They outline the objectives of the IMC plan. A geographical market may declare that it would work to increase market awareness of its product A by 10%. There is communication work to be done. This will need to be converted into relevant messages that will be disseminated via a properly considered media mix. Thus, managers translate marketing goals into communication goals, which they then translate into promotional goals.

**CONCLUSION**

The main tenets of IMC are examined in this abstract, including the creation of a thorough communication strategy, the identification of target audience groups, the choice of suitable communication channels, the use of consistent message and creative execution across all touchpoints, and the selection of appropriate communication channels. It emphasizes how crucial it is to comprehend market trends, customer behavior, and the competitive environment in order to create effective and timely communication efforts. A general introduction to integrated marketing communication, highlighting its importance in the fast-paced marketing climate of today. In order to create a seamless and powerful brand experience, it is crucial to integrate marketing activities across channels and touchpoints. By utilizing IMC, businesses may gain a

competitive advantage, create deep relationships with customers, and more successfully accomplish their marketing goals.

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**INFORMATION ABOUT THE TARGET AUDIENCE FOR MAGAZINES****Dr. Kadambat Kumar\***

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**ABSTRACT:**

*Any magazine publication's success depends on knowing its target demographic. This abstract highlights important factors and techniques for efficient audience analysis, giving reader's insightful information on the significance of understanding and identifying the target audience for magazines. Magazines target certain demographics, hobbies, and niches, thus choices on editorial content, design, and marketing must be based on a thorough grasp of the target market. The importance of establishing the target audience and its role in influencing the magazine's identity, content strategy, and positioning in the market are emphasized in the first portion of this abstract. Publishers and editors use a variety of research techniques, including as surveys, focus groups, and data analysis, to determine the target audience. The abstract examines these methods and stresses the value of gathering demographic data on people's ages, genders, locations, income levels, educational backgrounds, and occupations. To fully characterize an audience, psychographic elements like lifestyle, values, interests, and preferences are also taken into account.*

**KEYWORDS:** Advertising, Business, Magazine, Media, Newspaper.

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**INTRODUCTION**

The Standard Rate and Data Service, whose print and online services give comprehensive planning information on domestic and foreign consumer magazines as well as business and health care trade periodicals, is a highly useful resource for information on magazines. Standardized ad prices, circulation figures, dates, general requirements, contact details, and connections to online media kits, websites, and audit statements that offer further details on readership and positioning are all included in the SRDS proprietary database. While audience size and circulation are essential factors when choosing a media vehicle, the media planner is also concerned with how well the magazine's readers fit the advertiser's desired demographic. Several sources, including the publication's own research and syndicated studies, provide information about readers. Reports on reader demographics, financial status, lifestyle, and product consumption habits are often sent to media strategists by magazines. The more comprehensive and thorough the information a journal can often provide on its viewers, the bigger it is [1], [2].

There are also syndicated research papers accessible. The Study of Media and Markets by Simmons Market Research Bureau and the research conducted by Mediamark Research Inc. are

the main sources of information for consumer magazines. These studies include a wide variety of data, including demographics, lifestyle traits, and information on product purchase and use, on the readers of important national and regional magazines. The majority of sizable advertising firms and media purchasing businesses also regularly study how consumers use media. All of this data is useful in evaluating the effectiveness of different periodicals in attracting certain consumer segments. Business publications often have less audience data than consumer periodicals do. Researching the audience for business publications is more challenging due to the scattered readership and character of the readers. Media strategists often depend on data from publications or other sources like Standard Rate and Data Service. The names of readers and the industries in which they are employed are included in SRDS's Business Publication Advertising Source. Understanding the readership that different business periodicals reach may be aided by this information.

### **The acquisition of magazine advertising space**

Cost Elements Circulation has a key role in determining magazine pricing. The size of the advertisement, its placement within the newspaper, the specific editions selected, any unique mechanical or production needs, and the quantity and frequency of insertions are additional factors. Although some journals list prices based on column inches, advertising space is often sold on the basis of space units like whole pages, half pages, and quarter pages. The cost rises as the advertisement becomes bigger. Full-page advertisements are still popular among marketers since they attract more readers and attention. According to studies, full-page advertising attracted 30% more readers than half-page ads. Black and white, black and white plus one colour, or four colours may be used to generate or run advertisements. Due to higher printing expenses, the cost of the advertisement increases when more colors are utilized. A four-color advertisement typically costs 30% more than a black-and-white one. Since colour advertisements have a stronger visual impact and are better at grabbing and retaining viewers' attention, they are often preferred by advertisers. Roper Starch Worldwide examined the effects of several variables on magazine ad reading. Depending on the product category, the "noted" scores for a four-color full-page advertisement are anywhere between 6 and 59 percent higher than for a black-and-white advertisement. Four-color advertisements often get higher "read-most" rankings than black-and-white ones by roughly 25%. A four-color spread beats a one-page colour ad by 30% and a black-and-white spread by 35% in terms of ad memory, according to other studies that have looked at the effects of size and colour. Ads that need specialized mechanical manufacture, such as bleed pages or inserts, could also be more expensive. The number of times an ad appears and the amount of money paid over a certain time period may both affect the rates for magazine ad space. The space fees decrease the more often an advertiser agrees to run an ad. Volume discounts are calculated based on the total square footage that is paid for throughout the course of a contract year. By acquiring advertising in magazine networks or combination issues, advertisers may also save money.

Magazine networks provide advertisers the option to purchase a block of advertisements across many magazines. The publisher often offers a wide range of periodicals that appeal to readers with comparable traits. Networks may also be independent networks that sell space in collections of magazines issued by several firms or publishers of a group of periodicals with diverse

readerships. For instance, the News Network offers advertising space in many news-related magazines including Time, Newsweek, and U.S. World Report News. The Ivy League Network is a partnership of alumni publications from Ivy League colleges and Stanford University, the only non-Ivy. Advertisers may use the network to make a single advertising buy to target the well-educated, wealthy alumni of all eight institutions. Magazines, like other significant advertising media, are significantly influenced by the economy and variations in ad expenditure that accompany changes in economic conditions. The recession caused advertisers to cut back on spending, which resulted in revenue declines for many publications. Many publications also saw a decline in the number of their ad pages and found it challenging to raise their rates in order to make up for the decline. Additionally, publishers' second main source of income, circulation, has been shrinking along with advertising revenue. Working Woman and Industry Standard were two magazines that were unable to continue publishing as a result of these revenue declines. Family PC and Yahoo! Internet Life were two magazines that were negatively impacted by the decline in advertising spending by dot-com and computer companies[3], [4].

Although the state of the economy has a significant influence on the magazine business, there are a number of other significant concerns the sector must deal with. Magazines are also facing fierce competition from other media, such as television, the Internet, and direct mail; and, as discussed in IMC Perspective, they are being asked to prove that they can help increase brand awareness and sales. Magazines are also facing strong competition from other media, such as television, the Internet, and direct mail; and, as discussed in IMC Perspective, they have to contend with several significant increases in postal rates in recent years, which have had a major impact on their cost structure. To make magazine advertising more appealing to marketers, publishers are looking at a variety of ways to strengthen their position. These include stronger editorial platforms, better circulation management, cross-magazine and media deals, database marketing, technological advancements, and electronic delivery methods.

## DISCUSSION

Stronger Editorial Platforms Magazines with strong editorial platforms that appeal to readers' interests, lifestyles, shifting consumer demographics, and business and market developments in the new century are best positioned to attract subscribers and advertisers. For instance, Fast Company has achieved success by creating a unique kind of business publication that gives readers information and suggestions for thriving in the contemporary workplace. Publications like Maxim, FHM, and Stuff have had great success courting the 18 to 34-year-old guys known as "adultescents," who cling to the trappings of youth culture. Circulation management trying to grow or simply retain their circulation bases is one of the biggest issues magazine publishers face. Most newspapers rely on circulation as their secondary significant source of income, thus publishers must carefully control the expenses associated with acquiring and retaining new readers or subscribers. Over the previous ten years, membership prices have climbed significantly. The cost of memberships has also decreased for customers over this period. The average cost of a magazine subscription in 1990 was \$26.90. It was \$25.30 in 2001. Publishers must thus spend more to maintain their rate bases even while they earn less from each subscription that is sold.



As a consequence of the issue that erupted over consumer trust in the sweepstakes-related subscription offers, publishers are also dealing with a decline in sweepstakes-generated circulation. Publishers are turning to alternative methods of generating subscribers to make up for losses from sweepstakes agents, such as making subscriptions available through websites, providing free trial copies online, running special promotions, and more. Agents like Publishers Clearing House and American Family Enterprises have been undergoing changes that have significantly decreased the number of subscriptions they generate for publishers. Managing their circulation bases is another area on which many publications are concentrating more. For a long time, publications concentrated on growing their readership under the false belief that a larger readership would result in greater advertising prices. However, publishers are now realizing that since these subscribers require frequent direct mail solicitations, premium offers, or discount subscriptions, the cost of acquiring and keeping the last 10 to 15 percent of their circulation base is frequently higher than the additional revenue generated.

In recent years, the circulation of a few periodicals has decreased. Many publishers think they can provide advertising a more devoted and concentrated audience by more readily passing price hikes along to their core readers or subscribers. The better circulation management is appreciated by many marketers. They would prefer not to pay for inefficient distribution and endure annual rate rises for advertising than to reach a few hundred thousand fewer subscribers. Numerous magazines are also improving their editorial substance with the money they save on distribution, which should draw more readers and advertising. Cross-Magazine and Media Deals The sale of advertising space will change in a significant manner; more cross- or multimagazine and cross-media ad packages will be available. Multimagazine arrangements include one bundle of magazines from two or more publishers being made available to an advertiser. For instance, Newsweek has cross-magazine agreements with Meredith, Times Mirror, and other publications. Several magazines are now engaging in cross-media advertising agreements, which comprise several media options from a single business or a collaboration of media providers. For instance, the new company created by the merger of America Online and Time Warner gives advertisers the chance to sign cross-media deals through which they can place advertisements in publications owned by the media conglomerate, including Time, Sports Illustrated, People, and Fortune, on its television networks, including CNN, TNT, TBS, and the WB Network, as well as on AOL and other websites[3], [5].

Database Marketing As a more affordable means of reaching niche groups, many marketers are turning more and more to periodicals. Due to magazines' high selectivity and capacity to prevent squandered coverage or circulation, marketers are increasingly using them as they move towards deeper market segmentation, market niche methods, and regional marketing. Magazines are segmenting their consumers based on demographics, psychographics, or geographic locations and sending out more individualized advertising messages utilizing database marketing and technological advancements. By combining their own databases with those of a magazine, marketers may personalize their advertisements via database marketing. Advertisers may pick from a variety of customer data, such as use or purchase intention data, by choosing accessing information from a magazine's database. Advertisements from marketers will appear in periodicals that cater to certain subscription groups more often. Technology Developments Selective binding and ink-jet imaging are two significant technical advancements that enable



marketers to send personalized messages to narrowly targeted audiences. Using a computerized manufacturing method called selective binding, hundreds of copies of a magazine may be produced in a single, continuous run. With the use of selective binding, publications may target and speak to certain demographics within their circulation base. Then, within the same issue of a journal, they may send separate subscribers different editorial or advertising messages. Instead of utilizing mechanical plates to duplicate a message, ink-jet imaging projects ink onto paper. An advertisement may be personalized using this approach. Many publishers think ink-jet printing and selective binding will let marketers more precisely target their messages and will help magazines compete more successfully with direct mail and other direct-marketing tools. Demonstrates how Newsweek touts the benefits of ink-jet imaging for directing advertising messages to the right audiences.

Publishers are also working on cutting-edge technology that will improve the inventive possibilities open to magazine advertising. Print advertisements use a number of approaches, such as music, fragrances, moving pictures, and pop-up advertising, to draw readers' attention. A variety of new technologies will soon be included into print advertisements, while existing technologies are being improved and made more cost-effective. These include pressure- or heat-sensitive inks that change colour on touch, anaglyphic pictures, and lenticular images printed on thinly corrugated plastic that seem to move when tilted. These new technologies provide methods for marketers to cut through the clutter of advertising. These new print technologies may, however, be exceedingly expensive. Additionally, many advertisers and agencies may exert pressure on publishers to restrict the use of these new technologies because they are worried that they would harm other advertisements in the magazine. Some creative professionals are also concerned that these new technologies are being used as gimmicks in place of innovative advertising concepts.

**Online Delivery Methods** By making their publications accessible online, many magazines are keeping up with the digital transformation and consumers' ongoing interest in technology. More than 300 periodicals have online editions, and every month a large number more are added. Magazine producers and readers may benefit from the numerous benefits of the Internet by reading online editions of publications like BusinessWeek. Additionally, they provide sponsors the chance to place banner advertisements, promos, and sponsorships on the online editions of the publications. It is yet unclear, however, whether readers would want to read magazines in a more conventional format or want them provided online. The industry will need to solve significant concerns around audience measurement and how to assess how consumers are exposed to and engage with online advertising as the presence of magazines online increases. Newspapers, the second-biggest kind of print media, account for the highest monetary volume of all advertising media. Newspaper advertising accounted for an estimated \$44 billion in spending in 2002, or roughly 22% of all advertising spending in the US. Newspapers play a significant role in local advertising, particularly for shops. Newspapers are useful to national advertising as well, however. Through cooperative advertising programs, national marketers really provide the majority of the advertising money that local merchants spend. Newspapers differ in terms of their traits and their function as a medium for advertising[6], [7].

## Different Newspapers

Newspapers' traditional duties have included providing readers with timely, thorough coverage of breaking news as well as other interesting content. Most newspapers are daily periodicals that cater to their local communities. Weekly, national, and special-audience newspapers, however, have unique qualities that might be beneficial to advertising.

### 1. Daily Newspapers

Daily newspapers are weekday publications that may be found in bigger cities and communities throughout the nation. There are many daily newspapers in many places. Daily newspapers provide in-depth coverage of news, events, and concerns pertaining to the local region as well as business, sports, and other pertinent information and entertainment. They are read by over 60% of people throughout the week and by 68 percent on Sundays. Daily newspapers may also be broken down into morning, evening, and Sunday editions. In 2002, there were 1,468 daily newspapers published in the United States; of these, morning papers made up 52% and evening papers 48%. Additionally, there were 913 Sunday publications that were mostly printed by daily newspapers.

### 2. Weekly Newspapers

The majority of weekly newspapers are published in suburban or small-town areas where there isn't enough news or advertising to sustain a daily newspaper. These publications tend to disregard regional news, international news, sports, financial news, and business news in favour of local news, sports, and events. The average circulation of the almost 8,000 weekly newspapers that are produced in the US is close to 6,000. Weeklies' regional concentration and reduced absolute cost make them particularly appealing to local marketers. Due to difficulties in negotiating with and placing advertising in these publications, as well as their duplicate distribution with daily or Sunday papers in major metropolises, most national marketers steer clear of weekly newspapers. However, the rise of syndicates that print them in several locations and sell ad space in all of their local newspapers via one office has decreased the contractual and scheduling issues connected with these periodicals.

### 3. National Newspapers

USA Today, The Wall Street Journal, and The Christian Science Monitor are a few American newspapers that have a wide readership. Each of the three is a daily newspaper with widely read editorial material. With 2.3 million copies sold daily, USA Today, which bills itself as "the nation's newspaper," has the highest circulation in the nation. The Wall Street Journal is a great tool for contacting entrepreneurs since it sells over 1.8 million copies every day. Large national advertisers and local advertisers who utilise regional versions of national newspapers are their main target audiences. For instance, The Wall Street Journal provides advertisers the chance to run advertisements in either its national edition or any of its 25 regional editions, while USA Today offers marketers the opportunity to run advertisements in three geographic editions spanning 18 areas.

Competitive Media Reporting, which has created a new policy on how it defines national newspapers, recently classified the New York Times as a national newspaper rather than a

regional publication. This policy states that a paper must publish at least five times a week and have no more than 67 percent of its distribution in any one area. Over 50% of its advertising must originate from national advertisers, and more than 33% of its display advertising must come from national advertising categories. Designation as a national newspaper is vital to big newspapers in obtaining national advertisers. IMC Perspective covers the competition for supremacy among The Times, The Wall Street Journal, and USA Today. Newspapers with a Special Audience Several publications, including those targeted at labour unions, professional associations, businesses, and hobbyists, provide specialised editorial material. People who work in marketing and advertising often read Marketing News and Advertising Age, respectively. Additionally, specialised newspapers are produced in regions with sizable ethnic populations that speak other languages, including the Polish, Chinese, Hispanic, Vietnamese, and Filipino populations. There are newspapers published in more than 40 different languages in the United States[8], [9].

Newspapers aimed at different religious groups make up another significant type of specialised publications. For instance, there are more than 140 Catholic publications published nationwide. The college newspaper is a different kind of newspaper for a unique readership that the majority of you undoubtedly read on a daily basis throughout the academic year. Newspapers are published by more than 1,300 schools and institutions, providing marketers with a great way to connect with college students. Newspaper Supplements Despite not being a specific sort of newspaper, numerous publications publish magazine-style supplements, usually in Sunday editions. Sunday supplements, which come in a variety of formats, have been a staple of most newspapers for many years. One kind is the syndicated Sunday magazine, which is carried in thousands of newspapers throughout the nation and includes publications like Parade or USA Weekend. Over 350 newspapers, with a combined readership of over 22 million, carry USA Weekend, whereas Parade has a circulation of over 35 million. These periodicals, which include both national and regional advertising, are comparable to national magazines.

Some sizable newspapers provide regional Sunday supplements that are distributed by the main publication. These supplements provide content that is more relevant to the local area, and both regional and national marketers purchase ad space. The most well-known local supplement is The New York Times Sunday Magazine. There are Sunday magazines published by The Washington Post, San Francisco Examiner, and Los Angeles Times. In certain places, journals have started publishing regional supplements in addition to daily specialized supplements that focus on particular subjects like cuisine, sports, or entertainment. Advertisers that wish to utilize the newspaper but still achieve four-color reproduction quality in their advertising may choose supplements.

## CONCLUSION

The notion of audience segmentation, in which the target audience is split into several groups based on certain traits or behaviours, is further explored in the abstract. With this audience segmentation, publications can better personalise their content, designs, and advertising to each group of readers, boosting relevance and engagement. This emphasises how important it is to keep up with changing audience trends, interests, and preferences. Magazines must modify their strategy and content to match shifting society norms and customer behaviour. In order to

understand audience preferences and modify editorial and marketing strategies appropriately, the abstract highlights the use of audience analytics, social media monitoring, and reader feedback. By making use of this information, magazines can provide articles and experiences that appeal to their target market, promoting engagement and assuring long-term success in a constantly evolving media environment.

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## DIFFERENT NEWSPAPER AD FORMATS IN MARKETING COMMUNICATION

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### ABSTRACT:

*For years, newspaper advertising has been a mainstay in marketing communication, providing a flexible and effective platform to reach a broad audience. This abstract offers a summary of the many newspaper ad types often used in marketing communication, emphasising their distinctive qualities, advantages, and practical issues. The relevance of newspaper advertising as a time-honoured yet effective means of connecting with a variety of audiences is highlighted in the first paragraphs of the abstract. To successfully communicate the marketing message and accomplish campaign goals, it emphasises the need of choosing the appropriate ad type. After that, the abstract explores other newspaper ad styles, beginning with display advertising. Larger, more eye-catching display advertising often take up a major section of a newspaper page. They provide you plenty of room to use imaginative message, attractive graphics, and strong calls to action. The abstract examines the advantages of display advertisements, such as their capacity to draw in viewers and spread brand awareness, but also emphasises the necessity for thoughtful ad placement and design to maximise effect. The abstract then moves on to a discussion of classified advertising, an economical format often employed for shorter, text-based marketing. Classified advertising is often used for job postings, real estate, vehicle sales, and other niche markets. In order to successfully deliver the message within a limited amount of space, the abstract underlines their benefits, such as targeted reach and cost, and emphasises the necessity of clear and appealing copywriting. The abstract also discusses inserts and supplements, which are printed pieces that are put into newspapers. More in-depth material, such catalogues, brochures, or special offers, may be included in inserts and supplements. The abstract talks about its benefits, such as audience targeting and greater interaction possibilities, while also admitting the logistical challenges and production expenses.*

**KEYWORDS:** Advertising, Brand, Communication, Marketing, Newspaper.

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### INTRODUCTION

There are several categories that may be used to newspaper advertisements. Display and classified ads are the two main categories of newspaper advertising. Newspapers also include preprinted inserts and other unique sorts of advertisements. Newspapers often employ graphics, headlines, white space, and other visual elements in addition to copy text for display advertising,



which is found throughout the publication. The typical newspaper's advertising income is made up of almost 70% display advertisements. Local and national display advertising are the two categories seen in newspapers. Local organisations, companies, and individuals that wish to reach readers in the newspaper's circulation region often put their advertisements in this category. Along with many other merchants and service providers like banks and travel agencies, supermarkets and department stores are among the top local display advertisers. Because stores contribute for 85% of local display advertisements, local advertising is sometimes referred to as retail advertising [1], [2].

Newspaper display advertising for branded goods or services that are offered for sale on a national or local level is referred to as national or general advertising. These advertisements are made to increase and sustain demand for a business's goods or services as well as to support regional merchants that stock and advertiser's goods. Advertising in newspapers is widely used by large retailers, automobiles, and airlines. Classified Advertising Newspapers also generate a large amount of cash through classified advertising. These advertisements are organised into subheads based on the product, service, or deal being promoted. The three main subcategories of classified advertising are jobs, housing, and automobiles. Some newspapers also permit classified display advertising, while the majority of classified advertisements are essentially text that has been put in tiny print. These advertisements are published in the newspaper's classified section, but they stand out because to pictures, bigger letter sizes, white space, borders, and sometimes even colour.

Special Ads and Inserts Special advertising in newspapers may be found in a range of financial and governmental reports, as well as announcements of alterations to personal and professional connections. Newspapers may also run political or special-interest advertisements to support a certain candidate, cause, or issue. Another kind of advertising supplied via newspapers is preprinted inserts. These advertisements are produced by the advertiser and then sent to the newspaper to be placed before distribution; they do not really appear in the paper itself. To reach customers in their respective trade regions, many businesses place inserts such as circulars, catalogues, or brochures in designated circulation zones.

### **The benefits of newspapers**

Newspapers offer certain qualities that appeal to both regional and national advertising. These consist of flexibility, regional selection, reader interaction, and particular services, as well as their deep penetration of local markets. Widespread Penetration The wide range of market coverage, or penetration, that newspapers provide an advertiser is one of their main benefits. The reach number may surpass 70% for homes with higher incomes and educational levels. In most locations, 50% or more of households read a daily newspaper. Most communities have one or two daily newspapers, sometimes owned by the same firm and published in both the morning and evening. The advertiser may expand their market reach significantly by purchasing a single slot. Newspapers are a true mass media because to their wide distribution, giving advertisers fantastic opportunities to communicate with all facets of the community. A high degree of frequency may be built into the media calendar by the advertiser as well, given that many newspapers are produced and read daily.



Flexibility is another benefit that newspapers provide to their advertisers. First, they are adaptable in terms of the conditions for creating and running the advertisements. In only a few hours, newspaper advertising may be written, formatted, and ready. The deadline for receiving an advertisement in the majority of dailies is typically 24 hours prior to publication. Newspapers are a great medium for reacting to current events or providing customers with timely information due to their quick production times and deadlines. For instance, the day after Cal Ripken Jr. recorded his 3,000th career hit, Chevrolet Trucks published an advertisement in the newspaper praising the big league baseball player. The newspaper advertisement was a perfect tribute to Ripken accomplishing this significant milestone. He serves as the ambassador for the Chevy Truck brand. Newspapers may be flexible in another way because to the inventive alternatives they provide to advertising. Newspaper advertising may be made and published in a variety of styles, sizes, and formats; they can also include special inserts or colour to attract readers' attention. Depending on the objectives of the advertiser, there are a number of scheduling choices available for ads to appear in Sunday publications or other supplements[3]–[5].

Newspapers often provide advertisers greater geographic or geo-graphic selectivity than any other media, with the exception of direct mail. By selecting a newspaper—or a group of newspapers—that covers the locations with the highest sales potential, advertisers may change the scope of their coverage. Newspapers' regional selectivity is used by national advertisers to focus their advertising in regions they are unable to reach via other media or to capitalise on a region's high sales potential. For instance, to take advantage of the strong sales potential for premium import automobiles in these areas, BMW, Mercedes, and Volvo heavily use newspaper media schedules in California and New York/New Jersey. News publications are used by a variety of businesses, including General Motors, AT&T, and Campbell, in their local marketing campaigns. As a result, they get greater support from the trade. Newspaper advertising enables them to highlight items on a market-by-market basis, react to local market situations, alter campaigns, and tie into additional merchant incentives. Local advertisers, such as merchants, are drawn to regional flexibility or selectivity inside a particular market or trade area. Their advertising is focused on the places where the majority of their clients are as part of their media strategy. For this aim, several publications now provide advertisers with different geographic regions or zones.

The connection and acceptance of readers with newspapers and the advertisements they carry is another crucial aspect of newspapers. The average daily newspaper reader reads the weekday paper for some time each day and the Sunday issue for considerably longer. The majority of customers depend significantly on newspapers for news, information, and entertainment as well as guidance on what to buy. In fact, many customers buy newspapers for the advertisements they include. Retail advertising are used by customers to research product availability and pricing as well as to find out who is running specials. The readers' familiarity with certain portions of the newspaper is one element of newspapers that is beneficial to advertising. Most of us are aware that advertisements for financial services are often located in the business section, while those for recreational items and automobiles are typically found in the sports section. Recipe and meal suggestions, as well as grocery store advertisements and coupons provided by several retailers and businesses, may all be found in the weekly food section of many newspapers. The San Diego Union-Tribune advertises different portions of the newspaper to prospective advertisers.

Numerous studies have shown the effectiveness of newspaper advertisements as a source of information. According to one research, people anticipate newspaper advertisements more than those in other media. In a different research, 80% of customers claimed that when it came to their weekly shopping, newspaper advertising were the most useful. Numerous studies have shown that newspaper advertising is the most credible kind of advertising. Services provided the unique services that newspapers provide might be beneficial to advertising. For instance, many newspapers provide marketing services and initiatives to manufacturers that alert the trade to advertisements being run for the business's product and assist in persuading nearby merchants to stock, advertise, and promote the item. Numerous newspapers are also great resources for information on the local market since they are knowledgeable about those circumstances and do research like readership studies and customer surveys. Examples include items like the "San Diego Market Close-Up" from the publisher of the San Diego Union-Tribune, the cities most important daily newspaper. Newspapers may also help small businesses by providing free art and copywriting services. Small marketers that lack an agency or advertising staff often turn to the newspaper for assistance in creating and writing their advertisements.

### Issues with Newspapers

Newspapers offer numerous benefits, but like any media, they also have drawbacks that media strategists need to take into account. Newspapers have a number of drawbacks, including issues with reproduction, brevity, lack of selection, and clutter. Newspapers' Poor Reproduction One of the biggest drawbacks of newspapers as a medium for advertising is how poorly they reproduce. The quality of the majority of newspaper advertising is constrained by the rough paper material used for newspapers, the absence of colour, and the short amount of time publications have to accomplish high-quality reproduction. In recent years, newspapers have increased the quality of their colour reproduction, making it more accessible. Advertisers may also use Sunday supplements or freestanding inserts as options if they want their newspaper advertising to be in high-quality colour. These, however, are more expensive and may not be popular with many marketers. In general, a marketer won't depend on newspaper advertising if the product's look is significant. Magazine ads often feature food and fashion items to take use of their higher colour and reproduction quality.

Short Life Span Daily newspapers are often kept for little more than a day, unlike magazines, which may be kept about the home for many weeks. Ad effect is thus unlikely to last beyond the day of publication, and repeated exposure is quite improbable. This issue is made worse by how little time most readers spend reading the newspaper and the likelihood that they may not even open some portions. By employing high frequency in the daily schedule and placing their advertisements in a place where customers who are looking for a certain product or service are likely to seek, media planners may at least partially mitigate these issues. Newspapers are not a selective medium in terms of demographics or lifestyle traits, despite the fact that they may provide advertisers geographic selectivity. It might be challenging for marketers to concentrate on clearly defined market segments since the majority of newspapers are read by large and much diversified customer groups. Newspapers, for instance, are particularly inefficient for the producers of fishing rods and reels because of the lost circulation that comes from reaching all the readers who don't fish. The result is that they are more inclined to read specialized

publications like Field & Stream or Fishing World. Any newspaper advertisements for their items will be produced in accordance with cooperative agreements, in which merchants split the expenses or divide them among the many athletic goods shown in the advertisement[6], [7].

Newspapers, like the majority of other advertising mediums, are cluttered. The advertiser's message must compete with countless other advertisements for consumers' attention and interest since advertising takes up 64 percent of the typical daily newspaper in the United States. Additionally, the majority of newspaper advertisements are in black and white, which restricts the creative alternatives available. As a result, it may be difficult for a newspaper advertiser to stand out from the competition without resorting to expensive strategies like buying a lot of space or employing colour. Some marketers use innovative strategies, such as island ads—ads encircled by journalistic content. On the financial sections of many newspapers, you may see island advertisements in the midst of the stock market quotes.

### **The Readers of Newspapers**

Like with any other medium, the media planner must be aware of the kind and size of the audience that a newspaper reaches in order to evaluate its place in the media strategy. The average daily newspaper provides advertisers the chance to reach the majority of the households in a market since newspapers as a class of media perform a good job of penetrating their market. However, national marketers desire to reach wide areas or perhaps the whole country, while local advertisers attempt to serve a specific market or trade area. To get the necessary degree of publicity, they must buy space in many newspapers. Newspaper Rates and Data from the Standard Rate and Data Service as well as rate cards and publishers' statements are the primary sources of information on newspaper readership size. The Audit Bureau of Circulation, which was previously addressed, verifies circulation data for several publications. The most practical source for advertisers that utilise a variety of publications is often SRDS.

The city zone, the retail trade zone, and all other locations are often used to categorise newspaper readership data. The city zone is a market region made up of the city in which the newspaper is produced and nearby territories with characteristics comparable to the city. The retail trading zone is the area outside the city zone where locals do regular business with retailers there. All circulation outside of the city or the retail trade zone is included in the "all other" category. Sometimes simply the principal market, which is the combined city and retail trade zones, and the other region are given as circulation data. When assessing and choosing newspapers, both regional and national marketers take into account the circulation trends throughout the different categories.

Newspaper advertising is often purchased by national marketers based on the size of the market region they serve. General Motors may opt, for instance, to buy advertising space in the top 10 markets, top 50 markets, top 100 markets, and so on. Depending on how many market regions are acquired, a national advertiser receives varying degrees of market coverage. Audience Information Circulation data gives the media planner the fundamental information they need to evaluate the worth of newspapers and their capacity to serve a variety of markets. However, the media planner also seeks to align newspaper readers' traits with the advertiser's target demographic. Studies undertaken by the newspapers as well as those conducted by for-profit

research agencies have provided information on the size and makeup of newspaper audiences. Regarding magazines, the Standard Rate and Data Service, whose print and online services give comprehensive planning information on daily papers, newspaper groups, ethnic newspapers, college newspapers, comics, and newspaper-distributed magazines, is a highly significant source of information on newspapers. Standardised ad prices, circulation figures, dates, general specifications, contact details, and other crucial information for media are all included in the SRDS data.

## DISCUSSION

Newspaper information is used in syndicated research studies on lifestyles, media behaviour, and product/brand choices conducted by organisations like Mediamark Research Inc. and Simmons Market Research Bureau. These studies may be useful for evaluating how newspapers stack up against other forms of media. To provide existing and future advertisers information on readership and reader attributes including demographics, shopping preferences, and lifestyles, many newspapers commission their own audience surveys. These studies often aim to highlight how well the newspaper reaches different customer categories. Many advertisers are sceptical of their outcomes since they are sponsored by the publication itself. The research techniques employed and findings obtained by these studies need to be carefully considered [8]–[10].

### Investing in newspaper space

When buying newspaper space, advertisers have a variety of choices and price plans to choose from. The price of advertising space is affected by variables including premium fees for colour or special sections as well as any reductions offered, in addition to the circulation of the newspaper. For both general and local advertisers, there are different procedures and fees associated with purchasing newspaper space. Newspapers charge differing rates for general or national advertising compared to local or retail marketers. Display advertisers beyond the newspaper's defined market region are subject to general advertising charges, as are other classifications the publisher deems to be "general" in nature. This contains advertisements produced by big-name marketers including those in the car, cigarette, packaged goods, and pharmaceutical industries. Advertisers who do business or sell products or services inside the DMA are subject to retail or local advertising rates. In comparison to local marketers, broad advertisers often charge rates that are 75% more. Publishers of newspapers contend that a number of factors support the rate disparity. They claim that since ad agencies get a 15 percent fee and independent sales agents who seek nonlocal advertising also need commissions, managing general advertising is more expensive. They also point out that broad advertising is less reliable than local advertising since general marketers often don't regularly utilise news publications as local advertisers do. Finally, newspaper proprietors assert that the demand for general advertising is inelastic, meaning it won't change whether prices are decreased or increased. This indicates that there is no need to reduce the prices charged by national advertising.

These considerations are not accepted as legitimate justifications for the pricing discrepancy by national marketers. They contend that managing national advertising does not incur more expenses than handling local advertising and that many national marketers regularly utilise

newspapers. National marketers are less likely to seek specialised services since they utilise an agency to develop their commercials. Local advertisers employ the vast and expensive staff that many newspapers keep to aid in the design and production of advertisements. The unequal fee structure for local vs national advertising has generated a great deal of debate. The Newspaper Association of America and certain newspapers are working to reduce the rate difference. To target national marketers in six low-use categories—automotive, cosmetics and toiletries, food, home products, spirits and drinks, and medications and remedies—the NAA established the Newspaper National Network in 1993. By encouraging the thoughtful use of newspapers and streamlining the purchasing of newspaper space with their one order/one bill approach, the network hopes to entice additional advertising revenue from major advertisers in these areas. By channelling their newspaper advertisements via special category plans, cooperative advertising agreements with shops, and local dealers and distributors that pay local rates, many marketers avoid the national advertiser branding and the higher costs. However, the pricing disparity prevents many national marketers from using newspapers in their media mix more often.

### **Newsstand prices**

Newspaper advertising space has often been sold by the agate line to national marketers. Newspapers utilise columns of various widths, which is an issue. There are some with six columns per page and others with eight or nine, which changes the size, form, and price of an advertisement. Due to this, national marketers that purchase space in many newspapers must go through a difficult production and purchasing procedure. The newspaper industry made the changeover to standard advertising units in 1984 in order to solve this issue and improve newspaper comparability with other media that sell space and time in standard units. Under this arrangement, all newspapers have columns that are 21/16 inches wide, with tabloid-size publications having five columns and standard or broadcast publications having six columns. One advertisement in a certain SAU may be prepared by a national advertiser, and it will fit in every newspaper in the nation that takes SAUs. Rates are offered based on that. The SAU system is used by over 1,400 daily newspapers, which has greatly streamlined the purchasing and production process for national advertising. Local advertisers still pay newspaper rates based on the column inch, which is 1 inch deep by 1 column broad. Media planners multiply the number of column inches in the ad by the cost per inch to get the total cost of the space. Advertising prices for local advertisers are stated per column inch.

While the column inch and SAU are used to calculate the fundamental newspaper advertising prices, the media planner must take into account other alternatives and considerations. Many newspapers have flat pricing, thus they don't provide discounts for large or frequent space purchases. Others have an open-rate structure, which allows for a variety of discount counts. These reductions often rely on the volume or frequency of space purchases and are dependent on the amount of column inches. The cost of newspaper advertising varies depending on the advertiser's unique requirements, such as preferred location or colour. A newspaper may print the advertisement on any page or in any location since the fundamental costs it quotes are run of paper. Advertisers may guarantee a certain section and/or position on a page by paying a higher preferred position charge, while most newspapers will endeavour to insert an ad in the specified



location. Numerous newspapers also provide colour advertising on a ROP basis, via preprinted inserts, or in Sunday supplements.

Additionally, advertisers have the option of purchasing newspaper space based on combination pricing, where they may save money by purchasing many newspapers at once. A publisher that owns both a morning and an evening newspaper in a market often gives a combination rate in exchange for publishing the same advertisement in both publications, typically within a 24-hour window. When an advertiser purchases space in many newspapers owned by the publisher in various markets or in numerous newspapers that are members of a syndicate or media group, combination discounts are also possible. An advertisement for one of the three newspapers the Miami Herald publishes in the south Florida area.

### **Newspapers in the Future**

In terms of overall advertising volume, newspapers continue to be the dominant advertising media. Retail is the biggest ad sector for newspapers, and department store and supermarket chain mergers is projected to cause a modest drop in ad output. Major marketers like Procter & Gamble, Kraft, Nestlé, and General Motors are using newspapers more often, which has led to an increase in national newspaper advertising. Newspapers, however, have lost ground to TV and magazines as a platform for national marketers; in 2002, they received just 4.5 percent of the projected \$144 billion in spending by these companies. The main advantage of newspapers is that they serve as a medium that neighbourhood businesses may utilise effectively on a regular basis. It's doubtful that newspapers' importance to neighbourhood businesses will alter very soon. To preserve their strong position as a leading local advertising medium and to attract more national advertising, newspapers must handle a variety of concerns and problems. These include readership decline, sustaining and controlling circulation, competition from alternative advertising media, and cross-media possibilities.

**Competition from Other Media** The newspaper business has struggled to gain a larger portion of the nation's advertising market. Newspapers face competition from other media for the budgets of both national and local advertising, in addition to issues with reproduction quality and rate differences. The loss of advertising to telemarketing and direct marketing worries the newspaper business in particular. Many newspapers will need to prepare to compete as direct marketers to address this issue. In order to create databases that prospective advertisers might use to target certain demographics or conduct direct marketing, several journals are already gathering reader information. Newspapers already have a distribution infrastructure that allows them to daily reach almost every home in a market. A lot of newspapers will probably figure out a way to let marketers that want to target people with direct marketing use their sizable databases and distribution networks. Marketers may be persuaded to spend more of their advertising budgets with newspaper publishers by combining direct mail with newspaper advertising.

Newspapers are now engaged in a struggle throughout the media that isn't just limited to national advertising. Many businesses are looking at using the Internet as a marketing tool and as a place to put money that would otherwise be spent on advertising in newspapers. Local advertisers are being actively courted by local radio and TV stations, as well as an increasing number of Yellow Pages publishers. Newspapers will need to put up a stronger fight to keep those advertisers. The



marketing powers of many newsprint publishers have been increased, and they are working to build and maintain relationships with their advertisers. As value-added services, some have developed sophisticated databases and direct-mail capabilities. Others are expanding their marketing research divisions, creating in-depth market analyses for significant clients, and, in certain circumstances, acting as marketing partners and media consultants.

**Circulation** For years, the newspaper business has been working to increase circulation. While the majority of the country's major newspapers have been able to maintain their readership, the rest of the industry has been seeing a decline. Like magazines, many newspapers are closely examining their readership to determine whether the expense of gaining more readers is worth the advertising revenue it produces. Numerous publications are increasing their newsstand and home delivery prices, and a larger portion of their overall income is coming from circulation. Advertisers utilize newspapers to target customers in certain geographic regions and do not want to pay for readers in outlying areas, according to many large metropolitan newspapers. As a result, some publications are reducing what has been referred to be "ego circulation" and concentrating more on localized editions in their own trade area. Cross-newspaper and media buys are another area where newspapers can be following magazines' lead. In order to save national advertisers from having to buy space in individual publications, newspapers from different areas are working together to provide a bundle of newspapers. To assist newspapers compete for more of the media budgets of national advertisers, a variety of newspaper networks are being established[11], [12].

Newspaper cross-media deals with other media vehicles are also anticipated to become increasingly common. Large corporations that operate newspapers, magazines, and broadcast media are also selling cross-media packages to advertisers. For instance, the Washington Post and Newsweek have a cross-media agreement. Getting and Keeping Readers the declining popularity of newspapers as a medium for advertising may be a barrier to their expansion. For the last 20 years, there has been a continuous fall in newspaper reading. The proportion of adults who read a newspaper on a typical workday has decreased from 78% in 1970 to only 54% now. From 77 percent in 1980 to 60% now, fewer American families now get a daily newspaper. Numerous reasons, such as the fast-paced, time-constrained lifestyle of the contemporary dual-income home and the ongoing expansion, popularity, and watching possibilities of TV, may be blamed for the drop in newspaper reading.

Several newspapers have undergone redesigns to make them more entertaining, straightforward, and quick to read. The use of colour and graphics has risen, and there has been more coverage of sports and entertainment. In order to allow readers to quickly scan the articles and choose which ones they wish to read, several publications have started to include brief summaries of each article in each section. The drop in newspaper reading among significant market categories like women and young people is of particular concern to publishers. Newspapers and marketers are worried since women are far more likely than males to make purchasing choices. According to surveys, the number of women who read a newspaper on a normal day has decreased from 67 percent in 1981 to 51 percent in 2001. To better appeal to contemporary women, several newspapers are launching new women's sections and updating existing ones. This entails

integrating pieces on topics like family, careers, and health—for instance, how working mothers balance their time.

Since many young people watch a lot of TV and spend an increasing amount of time online, newspapers are likewise worried about where their future readers will come from. According to a recent research, adolescents read more newspapers than adults do, and many publications are making particular attempts to attract youngsters in the hopes that they would become and become regular readers. The newspaper business is likewise making efforts to keep young people as readers. To encourage young people to read the newspaper every day, the Newspaper Association of America, for instance, created an advertising campaign with the slogan "It all starts with newsprint." The advertisements urge parents to "encourage your child to read a newspaper every day" and include famous people endorsing newspapers as literacy aids, such singer Jon Bon Jovi, basketball player Grant Hill, and actress Meryl Streep. There are several difficulties for the newspaper business. By focusing on certain demographics and enhancing services to keep advertisers interested, it is necessary to make newspapers more appealing to readers in order to boost circulation, readership, and advertising income. A thorough programme was started by the newspaper business to address some of these problems. The News- paper reading Initiative is a programme that aims to increase newspaper circulation and reading while also integrating newspapers into every advertiser's media strategy.

Another aspect that can reduce newspaper reading is the expansion of the Internet and online services. Newspapers and magazines are among the main media outlets that are most at risk as Internet usage in homes rises. According to a poll done for Advertising Age, people who have home Internet connection are less likely to rely on magazines or newspapers as their main source of information while looking for a vehicle, financial services, trip destination, or clothing. The survey also discovered that consumers, ranging in age from teenagers to elders, are at ease with the notion of reading books, periodicals, and newspapers online in the future. Making their publications accessible online is how newspaper publishers are responding to this danger. Nearly all significant newspapers have websites, and many publishers now provide their publications online. More than 1,300 American newspapers were accessible online in 2002, up from fewer than 100 in 1995. For marketers to spend their money on internet advertising, several media are also creating creative programmes. Networks are growing to assist regional newspapers with their online expansion and to make it easier to sell and buy banner advertisements and sponsorships. However, much as with magazines, challenges with audience measurement and user engagement are making it challenging for newspapers to draw in advertisers and must be addressed.

## CONCLUSION

Newspapers are a widely used media that are read by many households in a certain location. Other benefits of newspapers include their adaptability, regional focus, readership, and unique services. Newspapers have a number of drawbacks, including a lack of high-quality ad reproduction, a short shelf life, a lack of audience selection, and clutter. Many marketers are turning to newspapers and magazines more often as a result of trends towards market segmentation and local marketing. However, alternative media like radio, cable TV, direct marketing, and the Internet are posing a growing threat to both magazines and newspapers. Both

periodicals and newspapers are attempting to raise the calibre of their readerships, provide database marketing services, and start cross-media partnerships. Many magazines and newspapers are having issues with rising prices and dwindling readership. Magazines and newspapers both make their publications accessible online, but there are still significant problems that need to be addressed regarding audience measurement and interactions with advertisements.

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## KNOWLEDGE ABOUT THE BENEFITS AND DRAWBACKS OF SUPPORT MEDIA

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### ABSTRACT:

*Assist media refers to a variety of advertising channels and formats that assist and supplement the main advertising initiatives. It is sometimes referred to as alternative or non-traditional media. The purpose of this abstract is to explain the benefits and drawbacks of supporting media in marketing communication. The main benefit of support media, which is its capacity to reach certain target populations that may be difficult to reach via regular mass media, is highlighted in the opening of the abstract. Support media has exceptional chances for exact targeting based on personas, preferences, actions, and places. The relevance and efficacy of advertising messages are improved by this customized strategy, which raises engagement and response rates. Support media often provides cheaper rates per impression or per reach than conventional mass media channels like television or newspaper advertising. Support media is especially appealing to small firms or organizations with restricted advertising resources because of its accessibility. Additionally, comparing support media to conventional media might make it more difficult to determine the efficacy and return on investment (ROI). The abstract notes that the lack of standardized metrics and measuring tools might make it difficult to monitor and assess the effectiveness of support media initiatives. To effectively evaluate the effectiveness of their support media efforts, marketers must set clear goals, identify relevant key performance indicators (KPIs), and have monitoring systems in place. This chapter gave you an overview of the several support media that are available to marketers. These media, which are also known as nontraditional or alternative media, are only a handful of the many methods that marketers try to connect with their target audiences. Here, we have just begun to scrape the surface.*

**KEYWORDS:** Advertising, Item, Media, Product.

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### INTRODUCTION

The stealth marketing strategies covered at the introduction to this chapter are representative of the many ways that businesses and organizations disseminate their messages. Additionally, advertisements have been seen on manhole covers, in restroom stalls, on grocery store lettuce wrappers, on hubcaps, on mobile phones and even on beepers. In this chapter, we examine a variety of support media, some of which are brand-new on the market and others of which have been available for some time. We go through each's respective benefits and drawbacks, price

details, and audience measurement. Because the media covered in the earlier chapters dominate the media plans of sizable advertisers, especially national marketers, we refer to them as support media. Support media are employed to spread the main media's messages to additional audiences in the target market that the primary media may not have reached. How many diverse methods there are to convey the message and how often you encounter them could surprise you. To start, let's look at the size of the support media sector and a few of the many options accessible to marketers[1], [2].

### **The Dimensions of the Support Media Sector**

Alternative media, non-measured media, and nontraditional media are some of the names used to describe support media. These phrases cover a wide range of communication and product and service promotion channels. Many of these mediums will be covered in this chapter. The top 100 advertising agencies and many advertisers have boosted their usage of non-traditional support media, and as more options are created, this use will only rise. Some of the most widely used support media, such as out-of-home advertising, specialized advertising, and Yellow Pages advertising, are not included in the statistics for unconventional media. Let's look at a few of them in further depth.

#### **OOH (Out-of-Home)**

Out-of-home advertising includes a wide range of media, such as skywriting, transportation, outdoor, and other types of advertising. Although outdoor advertising is the most popular, other forms are gradually becoming more popular.

#### **Outside Marketing**

Since the time of the cave dwellers, outdoor advertising has undoubtedly existed. It was employed by the Greeks and the Egyptians 5,000 years ago. Outdoor communication is undoubtedly one of the most popular types, especially whether you live in a city or a suburb. Outdoor advertising has increased continuously in terms of dollars charged even though it only makes up around 2.3 percent of total advertising expenditures and the number of billboards has declined. Around 888 million dollars was invested in this field in 1982; by 2001, spending had increased to \$5.3 billion. An agreement with 46 states in November 1998 to outlaw all cigarette advertisements raised worries in the business since tobacco marketers had previously dominated the medium. The losses have been more than offset by increased spending from the automotive, retail, and financial industries as well as from new advertisers like dot-coms. Some of the biggest advertisers in this market include corporations like AT&T, Miller, and McDonald's. Because there are more women working, there is more advertising for items catered to this market, and because there are more cars on the road and more people driving more miles, petrol firms and restaurants and hotels are spending more money[3], [4].

### **DISCUSSION**

Outdoor's capacity to be innovative via technology is a key factor in its ongoing success. New markets have also been made possible by electronic billboards and inflatables like the Power Rangers-themed. You have probably seen either traditional billboards or electronic billboards in sports arenas, supermarkets, dining halls, shopping centers, on motorways, or painted on the



sides of buildings, from Mail Pouch Tobacco signs on barns in the Midwest to neon signs on skyscrapers in New York City. This is a pervasive media, in fact. Critics of outdoor advertising do exist. There has been debate about its usage ever since Lady Bird Johnson attempted to outlaw billboard advertising on interstate roads when her husband was president by enacting the Highway Beautification Act of 1965. As was previously mentioned, legislation prohibiting the promotion of cigarettes on billboards has been approved in 46 states. A few states and towns have also thought about including alcoholic drinks in the prohibition. Customers themselves seem to be conflicted about the medium. 62 percent of respondents to a Maritz AmeriPoll survey on consumer attitudes towards billboards indicated they believed they should not be outlawed, while 52 percent felt they should be severely controlled. Only 27% of respondents agreed that billboards could be attractive, while 80% of those polled disagreed with the statement that they were entertaining. Media buyers have not fully embraced outdoor advertising, in part due to image issues and the perception that it is difficult to purchase. Let's look more closely at a few of the medium's benefits and drawbacks.

### **Benefits and Drawbacks of Outdoor Advertising**

There are many benefits to outdoor advertising: Because 30-day purchasing cycles are normal, customers are often exposed as a consequence of high levels of frequency. Outdoor advertising may practically anywhere that the law allows be shown along roads, next to businesses, or on moving billboards. It is possible to cover local, regional, or even nationwide markets. Colors, large font, and other factors draw attention. the capacity to raise consciousness. Outdoors might result in a high degree of awareness because to its influence. When compared to other media, outdoor typically has an extremely low CPM. Outdoor advertising has a CPM that is around half that of radio and far lower than that of TV, magazines, and newspapers. Outdoor advertising production times have been shortened thanks to modern technology, enabling quick turnaround. While it is possible to target extremely specific populations, purchasing outdoor often leads to a high level of waste coverage. As a consequence, there are limits to outdoor, many of which are tied to its benefits. Not all motorists who pass a billboard are probably in the target market. limited capability for messages. Since most people pass by outdoor advertisements quickly, messaging are kept to a few lines and/or an image since the exposure period is brief. Long appeals are unlikely to be successful. The increased frequency of exposures from outside work might hasten wearout. People can become weary of seeing the same advertisement every day. Outdoor advertising may be costly both in an absolute and relative sense due to the diminishing amount of signs accessible and the increased cost connected with inflatables. The accuracy of assessing reach, frequency, and other impacts is one of the most challenging issues with outdoor advertising. Both its reputation and consumer contempt for outdoor advertising have suffered. In conclusion, there are benefits and drawbacks to outdoor advertising for marketers. With various out-of-home advertising options, some of these issues may be avoided.

### **Additional Outdoor Advertising**

There are more over a number of other outdoor advertising options. As you read about them, bear in mind the benefits and drawbacks of outdoor activities in general that were previously discussed, and examine if these alternatives share the same benefits or provide a potential remedy for the drawbacks.



### **Aerial Advertising**

The marketer also has access to aerial advertising, which includes blimps, skywriting, and aero planes dragging banners. These media may be helpful for reaching certain target audiences and are often not prohibitively costly in absolute terms. For instance, beer companies often utilize aerial advertising during sports events, Coppertone frequently uses skywriting above beach regions to sell its tanning creams, and local businesses frequently use this method to announce bargains and other special occasions. One of the many goods, services, or activities that have made use of this medium. A 30-foot rendition of Pizza Hut's new logo was placed atop an unmanned Russian Proton rocket for roughly \$1 million. Pizza Hut believed that although though the logo was only visible for a brief period of time, the exposure was well worth the cost. Mobile billboards are another kind of outdoor advertising. Trucks and vans are also painted by certain businesses with Beetle board-style advertisements. Others place advertisements on tiny billboards, install them on trailers, and drive through or park in the desired regions. Even small and big organizations have found the medium to be reasonable; costs depend on the location and the fees charged by the mobile board business. One small business in California discovered that its five mobile cars account for 25% of its revenue, and a study by 3M and the American Trucking Association calculated that one truck travelling 60,000 miles annually would generate about 10 million viewer impressions of the advertisement placed on it. Another study by the Traffic Audit Bureau using tracking methodology determined that three trucks with a Seiko watch advertisement on them were seen by an average of 121,755 people[5], [6].

### **Store-Side Media**

An estimated \$17 billion is spent by advertisers to sell their goods in supermarkets and other retail establishments using unconventional media such displays, banners, and shelf signage. These point-of-purchase items include LED boards, commercials broadcast via in-house screens, kiosks that provide recipes and beauty advice, video displays on shopping carts, and coupons at counters and cash registers. Miller Brewing Co. formerly used 30 to 40 agencies to provide these services. Many advertisers are spending more of their money where decisions are made now that they can reach consumers at the point of purchase, providing more product information while reducing their own costs. The Point of Purchase Advertising Institute estimates that approximately two-thirds of consumers' purchase decisions are made in the store; some impulse categories demonstrate an 80% rate.

### **Different Outdoor Media**

Numerous outdoor media are accessible which increases the pervasiveness of this medium. Take a minute the next time you're out to count how many distinct kinds of outdoor advertising you encounter.

### **Measurement of Audience for Out-of-Home Media**

There are several resources for audience measurement and other data, including Competitive advertising Reports, which offers details on big marketers' outdoor advertising expenditures. The Institute of Outdoor Advertising commissions research from Simmons Market Research Bureau every year, which provides demographic information, exposures, and other information. Similar

information is provided by Mediamark Research Inc. Standard Rate & Data Service offers a sourcebook with information on rates, manufacturing specifications, deadlines, and other topics. A buyers' guide with information on outdoor advertising is offered by the Eight-Sheet Outdoor Advertising Association. A buyers' guide with information on shelter advertising is offered by the Shelter Advertising Association.

Market math, Inc. provides crowd measurement using market estimates for outdoor screenings in more than 500 cities. The reports, which are released yearly, contain audience demographic information and are based on a number of local market travel surveys and circulation audits. A trade association for the outdoor advertising sector is called the Institute of Outdoor Advertising. It collects cost statistics and statistical data for the acquisition of outdoor advertising space. Utilizing data separated by time period and billboard size from the Traffic Audit Bureau, Harris-Donovan Media Systems uses a mathematical model. Subscribers may access the data on any IBM-compatible computer, and it provides viewership statistics for the top 50 metropolitan regions. A trade group for point-of-purchase advertisers, the Point of Purchase Advertising Institute, compiles market statistics and other data on POP advertising. The main trade organization for the sector is the Outdoor Advertising Association of America. It features a website that helps members with research, original ideas, and more efficient use of the media. For the top 100 media markets, the Media Market Guide lists their geographic parameters, demographics, and media possibilities.

The industry's auditing division is called the Traffic Audit Bureau. The reported prices are based on traffic counts that TAB conducts. Data on exposures to a range of out-of-home media, such as bus shelters, aerial banners, in-store media, and billboards, is provided by the Traffic Audit Bureau for Media Measurement. In response to criticisms that present approaches can exaggerate the reach offered by various media, this organization was established. Local market studies from Scarborough are published and include information on demographics, product consumption, and outdoor media use. Information comparing outdoor advertising with other media is also provided by computer programs like Telmar, Donnelly, TAPSCAN, and IMS. Transit advertising is another kind of out-of-home advertising. Transit is aimed at the millions of individuals who are exposed to commercial transportation services, such as buses, taxis, commuter trains, elevators, trolleys, aero planes, and subways. It is comparable to outdoor advertising in that it employs billboards and electronic messaging[7], [8].

Transit advertising has been around for a while, but in recent years, interest in this kind of advertising has increased. Spending on transit advertisements rose from \$43 million in 1972 to over \$900 million in 2001, partly as a result of the rise of women in the workforce, audience segmentation, and the rising price of TV advertising.<sup>10</sup> A large portion of this spending has come from packaged-goods companies like Colgate, Nestlé, Kraft-General Foods, America Online, and Lycos, who prefer transit's lower costs and increased frequency of exposures. Transit advertising comes in three different forms: interior cards, outside posters, and station, platform, or terminal posters. Other businesses, movie studios, and business-to-business firms have also boosted their spending in this sector. Inside Cards If you've ever taken a commuter bus, you've definitely seen the inside cards that are positioned above the seats and baggage compartments and promote restaurants, TV or radio stations, or a variety of other goods and services. The

electronic message boards that provide up-to-date advertising information are an invention. The advertiser is given a more attention-grabbing medium by the flexibility of the message and exposure.

The use of transit cards is debatable. For instance, in the New York subway system, many of the advertisements for soup, chewing gum and Smokey the Bear have been replaced with PSAs on AIDS, rape, unintended pregnancies and infant death. Although many tube users feel that the advertisements are upsetting and invasive, they may agree that such concerns are essential. Outside Posters Advertisers promote goods and services using a variety of outside transportation posters. Buses, taxis, trains, subways and tram cars may all have these exterior posters on the sides, backs and/or roofs of their vehicles. A recent innovation created by Vert, Inc., a small business in Boston, that turns advertisements on top of taxi taxis into real-time animated electronic billboards serves as an example of the growing complexity of this medium. A web server that interacts with a global positioning satellite is integrated into the cab top screen, which is accessible in New York and Boston. The local server then communicates the position of the cab to the GPS, which uses that information to offer the appropriate local adverts. Stock quotations may be shown in the financial sector, messages in Spanish could be displayed on a cab passing through a Hispanic neighborhood, and so forth. At ten times the brightness of a TV screen, the advertisements are shown in colour in a manner akin to banner adverts. Space is offered in blocks of time, with prices varying by neighborhood and often falling between \$1 and \$5 CPM. Transit advertising includes floor displays, island showcases, electronic signs and other types of advertising that are shown at railway or subway stations, airport terminals and other locations. Bus shelters often provide the advertiser with more coverage than other outdoor signs may be able to provide. On New York City tube stations, electronic signage have recently been installed by Gannett Transit.

Transit Advertising's Pros and Cons Pros of employing transit advertising include the following:

### **1. Exposure**

One significant benefit of indoor forms is long duration of exposure to an advertisement. As with airline tickets, the audience is virtually trapped since they have nowhere else to go and not much to do during the usual 45-minute public transport voyage. Riders are thus more likely to read the advertisements more than time. The whole population exposed to transit advertising is a second kind of exposure. Over 9 million individuals use public transport each week, and in 2001, 9.4 billion rides were taken, creating a significant audience.

### **2. Frequency**

People who travel by bus, tube, and similar means often see the advertisements because of the standardity of our daily routines. If you took the same tube to work and returned every day, you would have the chance to view the advertisement 20 to 40 times in a month. Additionally, station and shelter sites provide frequent exposure.

### **3. Timeliness**

Many customers use public transport to visit shops. An advertisement for a product or service placed in a certain shopping Centre might be highly timely information.

#### 4. Geographical discrimination

Transit advertising, in particular for local marketers, offers a chance to connect with a highly specific demographic. The acquisition of a property in a certain area will expose you to residents with particular racial origins, demographic traits, etc.

#### 5. Cost

When it comes to both absolute and relative prices, transit advertising is often one of the least costly mediums. For a relatively affordable CPM, one may buy an advertisement on the side of a bus.

There are further drawbacks to using transit:

##### 1. Image elements

Transit advertising, in the opinion of many advertisers, does not convey the ideal picture of their goods or services. Some marketers could believe that displaying their name on a bus or a seat at a bus stop does not favourably represent the business.

##### 2. Reach

While reaching a wide audience is a benefit of transit advertising, this group may have specific lifestyles and/or behavioural traits that are not typical of the target market as a whole. For instance, public transportation is ineffective at reaching people in rural or suburban regions because it is scarce or nonexistent there.

##### 3. Coverage of waste

However, not everyone who uses a transportation vehicle or is exposed to transit advertising is a prospective consumer, despite the fact that regional selectivity may be advantageous. This kind of advertising generates a lot of waste coverage for goods without identifiable regional markets. The possibility that the same bus might not always travel the same route is another issue. Some businesses mix shorter city trips with longer suburban routes to save wear and tear on the vehicles. As a result, a bus may go downtown one day to reach the intended target audience but spend the next day in the suburbs, where there might not be much market potential.

##### 4. Limits on creativity and plagiarism

It could be exceedingly challenging to display vibrant, eye-catching advertisements on cards or benches. And although lengthy text may be offered on inner cards, it is vital to employ brief copy points on the exterior of buses and taxis since the message is fleeting.

##### 5. The audience's mood

It may not be possible to read advertisements while standing or sitting on a busy tube, much alone experience the emotion the marketer wants to evoke. Ads with controversial content may be part of the reason why you're feeling uneasy. Similar to how rushing through an airport may increase anxiety and reduce the impact of any advertisements there[9].

The number of showings is the cost foundation for transit advertising, just as it is for outdoor advertising. A showing of 100 signifies that there is an advertisement on or in every transit

vehicle; a showing of 50 suggests that there are 50 vehicles carrying the advertisement. It may not be able to establish who is exposed to these advertising if they are shown in taxis. The vendors of transit advertising provide rate information, and there is very little data available on the audience. There is so much information that marketers require that doesn't come from simply objective sources in order to buy transit advertisements.

## CONCLUSION

In conclusion, a benefit for one advertiser of a product or service may be a disadvantage for another. Transit advertising may be a successful medium, but in order to utilize it effectively, one must be aware of both its advantages and disadvantages. The adaptability and variety of support media is another benefit. With the speed at which technology is developing, new and creative support media options—like digital signage, mobile advertising, social media, influencer marketing, guerilla marketing, and event sponsorships—continue to surface. Due to the variety, marketers may choose the formats and channels that best suit their target market and campaign goals. In summary, this explains the benefits and drawbacks of supporting media in marketing communication. While noting the difficulties of reach and frequency, measurement, and possible hazards to brand reputation, it emphasizes the advantages of precision targeting, cost efficiency, and flexibility. By taking these variables into account, marketers can decide wisely how to use support media in their overall marketing plans, maximizing the advantages while minimizing the drawbacks.

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**MARKETING PROMOTIONAL GOODS****Ms. Swati Sharma\***

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**ABSTRACT:**

*Promotional items and merchandise, often known as marketing promotional goods, are important components of contemporary marketing techniques. This abstract gives a general review of marketing promotional items, including their use, advantages, and implementation best practices. Promotional products are physical things sent to target audiences that are imprinted with a company's logo, slogan, or message. The abstract opens by emphasizing the main goal of promotional items, which is to raise brand familiarity and exposure. These products act as physical reminders of a brand, leaving a lasting impression and encouraging a good connection with the business. Marketing promotional items involves careful consideration of a number of aspects in order to be implemented effectively. The abstract highlights how crucial it is to match the promotional item selection to the campaign's target demographic, goals, and brand image. In order to choose products that connect with recipients and improve the entire brand experience, it is essential to understand the preferences, requirements, and lifestyles of the target market. The abstract also emphasises the importance of the usefulness and quality of promotional products. Quality products not only enhance the reputation of the brand but also raise the possibility that recipients will retain and use them, prolonging their promotional effect. The abstract also explains how to develop promotional products that stand out from the crowd and set them apart from rival products. The time and context of distribution are key factors in maximizing the effect and reach of promotional goods, regardless of whether they are delivered at trade exhibitions, events, or as part of direct mail programs.*

**KEYWORDS:** Advertising, Item, Media, Product.

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**INTRODUCTION**

A promotional product marketing is the more modern term for what was previously known as specialty advertising. According to the Promotional Products Association International, promotional products marketing is "the advertising or promotional medium or method that uses promotional products, such as ad specialties, premiums, business gifts, awards, prizes, or commemoratives." Advertising specialties, a subcategory of promotional items, are a form of advertising, sales promotion, and motivational communication that utilize branded, practical, or ornamental objects. These items are always given out for free; receivers do not need to earn the specialty by making a purchase or donation, as contrast to premiums, with which they are

sometimes mistaken. As you can see from these descriptions, specialty advertising is often seen as a sales promotion medium as well as an advertising medium. We explain it in terms of the IMC program's supported advertising medium[1]–[3].

Pens, coffee mugs, key chains, calendars, T-shirts and matchbooks are just a few of the more than 15,000 advertising-related specialty goods available. The name of the advertiser is printed on unusual specialty like plant holders, wall plaques, and gloves. Glassware, trophies, prizes, and vinyl items are also utilized to advertise a business or its product. In actuality, marketers spend more than \$16.5 billion annually on specialised advertising products. This medium is the fastest-growing of all those used for advertising or sales promotion due to its expanding use. You'll undoubtedly notice some specialised advertising object nearby if you take a time to check around your desk once you finish reading. It may be the pen you're holding, a box of matches, or even a book cover with the name of the school bookstore. Specialty goods are used for a variety of promotional goals, including thanking customers for their business, maintaining brand awareness among customers, introducing new products, and reinforcing the name of an already established business, product, or service. Specialties in advertising are often utilised to assist other kinds of product advertising.

### **Benefits and Drawbacks of Marketing Promotional Products**

Promotional product marketing has benefits and drawbacks for the marketer, just like any other kind of advertising. Among the benefits are the following:

#### **i. Selectivity**

The medium provides a high degree of selectivity since specialist advertising materials are often provided directly to target consumers. The message is sent to the intended recipient, cutting down on waste.

#### **ii. Flexibility**

The range of speciality objects in the considerable degree of flexibility that this medium allows. A message may be sent in a variety of ways, whether it as brief as a logo or as detailed as is required. This media may be used by both small and big businesses; the only restriction is their own inventiveness.

#### **iii. Frequency**

Specialty advertising is often created with retention in mind. Long-lasting promotional items like key chains, calendars, and pens provide for repeated exposures to the advertising message at no extra expense.

#### **iv. Cost**

Although some speciality goods are somewhat pricey, the majority are within the budget of practically any size organization. The high rate of repeat exposures reduces the relative cost per exposure of this advertising medium, despite the fact that they are expensive on a CPM basis when compared to other media.

#### **v. Goodwill**

Perhaps the only media that makes the recipient feel good is promotional items. Consumers are happy to get presents because they like getting them and because many of the items are useful. A recent survey of consumers of promotional items revealed that goodwill was the main driver of usage.

#### **vi. Adding to other media**

The potential of promotional product marketing to support other media is a significant benefit. The simplest message may support the appeal or information presented via other formats because to its cheap cost and repeated exposures. Promotional goods have been utilised to supplement other IMC techniques. Additionally, promotional items have been utilised to support trade exhibitions, inspire dealers, honour staff, and advertise consumer and sales force competitions.

The following are some drawbacks of selling promotional products:

#### **i. Image**

The corporation must be cautious when selecting the speciality item, even if the majority of speciality advertising is seen as welcoming reminders of the shop or company brand. A tacky or badly designed advertising form might devalue the company's image.

#### **ii. Saturation**

With so many businesses now using this kind of promotion, the market can get crowded. Despite the fact that you can always use another ballpoint pen or box of matches, if a substitute is too simple, the value to the recipient is diminished and there is a lower chance that you will keep the gift or even notice the message. The recipient is inclined to appreciate a speciality more if it is more uncommon.

#### **iii. Time before**

Compared to most other media, creating a promotional items message requires a much longer lead time. Promotional product marketing may be successful even with its drawbacks.

### **Measurement of the Target Audience for Promotional Products**

Speciality advertising lacks a set continuing audience measuring mechanism due to the nature of the sector. However, research has been done in an effort to determine the influence of this medium, including the studies. 39 percent of consumers who received advertising specialty were able to retain the name of the firm up to six months later, according to a Schreiber and Associates research, and an A. According to C. Nielsen, 31% of respondents were still using at least one specialisation they had been given more than a year before. According to a Gould/Pace University research, mail pieces featuring speciality products had a higher response rate and 321 percent higher value purchases per sale than mail pieces without them. According to research from Baylor University, putting an advertisement speciality item in a thank-you letter may boost customers' opinions towards a firm's sales representatives by up to 34% and towards the company itself by up to 52%. The typical home has nearly four calendars, according to research by Richard Manville, and two-thirds of respondents indicated they would buy one if it weren't free, indicating the need for this specific speciality item. The industry's trade association is the Promotional Products Association International. The PPAI supports the creation and use of

specialised advertising formats. Additionally, it disseminates statistical and educational data and supports specialist advertising with public relations and promotional assistance[4]–[6].

### Advertising in the Yellow Pages

Many of us forget about one of the most common kinds of advertising media—the Yellow Pages—when we think about it. Although the majority of us often utilise the Yellow Pages, we frequently overlook their commercial content. More than 200 publishers create more than 6,500 Yellow Pages around the country, spending \$13.6 billion on advertising. The Yellow Pages are now the fifth-largest media. Nine large operators the seven regional Bell companies, the Donnelley Directory, and GTE Directories account for more than 90% of the industry's ad income. Although large marketers like U-Haul, Sears, and General Motors also utilise them, local advertisers make up the majority of the advertisements in these directories. It's interesting that there are several Yellow Pages variations. These are a few of them:

Directories with a focus. A few niche markets, like Hispanics, Blacks, Asians, and Women, are the focus of directories. Toll-free directories, Christian directories, and a lot more are also featured in this category.

1. **Audiotex:** The "talking Yellow Pages" provide audio details about advertising.
2. **Interactive:** Customers look for certain categories of information in the database. Advertisers may often update their listings. Online telephone books. Several websites provide various types of Internet-based
3. **White Pages:** These directories include local, regional, and "shared" directories, in which local businesses band together to create a national database of company listings. National directories provide a countrywide database of business listings.
4. **Different services:** Coupons and standalone inserts are offered by several Yellow Pages directories. When their Yellow Pages were sent, Golden Grahams and Cinnamon Toast Crunch cereal samples were given to Orange County, California, telephone users.

### DISCUSSION

The Yellow Pages are sometimes referred to as a directional media since the advertisements do not raise awareness or demand for goods or services; rather, they lead customers to the locations where they may make their purchases once they have made up their minds to do so. Yellow Pages' Pros and Cons. The Yellow Pages provide the following benefits for advertisers:

#### i. Broad accessibility

There are several directories that are published. Consumers consult the Yellow Pages more than 19.4 billion times a year, according to the Yellow Pages Publishers Association.

#### ii. A focus on action

When consumers are deciding between two options or have already made a decision, they consult the Yellow Pages.

#### iii. Costs

In comparison to other media, advertising space and production expenses are rather affordable.

**iv. Frequency**

Customers frequent the directories often due to their durability. The Yellow Pages are used by 56 percent of American homes weekly and by 76 percent of households monthly. The typical adult consults the Yellow Pages roughly 1.4 times each week.

**v. Nonintrusiveness**

Consumers do not view the Yellow Pages to be an intrusion since they choose to utilise them. According to studies, most customers have a highly positive opinion of the Yellow Pages. Among users, 79 percent agree that the books are a valuable source of information, and 76 percent say they're useful for finding out about new items.

The following are some drawbacks of using the Yellow Pages:

**i. Market dispersion**

Yellow Pages are often fairly localised since they are basically local media. The outcome is a highly specialised service when these factors are combined with the rise of specialised directories.

**ii. Timeliness**

Yellow Pages go out of date since they are only produced once a year. In the time between editions, businesses may move, shut down, or change their phone numbers.

**iii. A lack of originality**

The Yellow Pages are adaptable, but their creative potential is constrained.

**iv. Periods between**

Due to printing schedules, advertisements must be placed far in advance of the publications' release. Advertisers must wait a very long time until the next issue since it is difficult to submit an ad after the deadline has passed.

**v. Clutter**

According to a recent research by Avery Abernethy, the Yellow Pages have clutter issues.

**vi. Size specifications**

The size of the ad has a direct impact on how well it performs in the Yellow Pages. According to a research by Abernethy and Laband, it may take at least a full page in huge directories to even be spotted.

**Yellow Pages Industry Audience Measurement**

There are two types of audience measurement used in the Yellow Pages sector. Similar to other print media, the number of people or households that own a certain directory counts as circulation. Since families may own more than one directory, Yellow Pages marketers pushed for a figure based on usage rather than relying on circulation figures, which they said merely reflect

possible exposures to an advertisement. Ratings for Yellow Pages directories and use trends by market are now available from the National Yellow Pages Monitor. This ratings system, which employs a logbook approach like to that used for broadcast media, enables marketers to ascertain both the absolute and relative expenses of advertising in various directories. National studies are carried out by Statistical Research Inc. to gauge Yellow Pages use. Information about demographics and use is provided by Simmons and MRI. The Yellow Pages Integrated Media group, the trade group for the Yellow Pages, offers information about the business, prices, training resources, and support to advertisers and prospective advertisers. The YPPA also disseminates statistics and educational data. Numerous further unconventional strategies exist for product promotion. Here is a review of a few[7]–[9].

### **Advertisement in Cinemas**

The use of movie theatres for product and/or service promotion is another rapidly growing way of message delivery. Cartoons have been replaced with pre-show advertisements, which include both local and national advertisers. Additionally, advertisements are placed on drink cups, popcorn tubs, kiosks, and lobbies of movie theatres. For instance, Coca-Cola Co. often promotes its Coke Classic brand in theatres. Other businesses that have used this media include PepsiCo, Sears, Gap, and Target. The top users are Toyota, Clairol, and McDonald's. According to at least one survey, advertisements are shown in more than half of all movie theatres. By 2001, the industry was worth \$400 million.<sup>29</sup> On videos, businesses insert advertisements both before and after the films as well as on the cartons the DVDs are packaged in. The growth rate since 1992 has been an average of 20% each year. On the Casper video, Pepsi makes an appearance. Disney often advertises both Disney World and its forthcoming films. Recognizing that movie theatres are an effective method to reach 12- to 17-year-olds, the Canadian government has aired "stay in school" advertisements. Numerous other marketers, including Sega, AT&T, and DeBeers, have also utilized this platform.

The response of moviegoers to advertisements is inconsistent. Numerous research have shown that the majority of consumers find these advertisements bothersome or very annoying. The survey was conducted after Walt Disney Co. announced it would stop showing its films in any theatre that runs on-screen advertising alongside the films. However, in a national sample of moviegoers surveyed by Advertising Age/Gallup, 35% opposed a ban on ads in theatres, and another 21% were unsure whether such a ban should be implemented. Advertisers were furious, but Disney said that polls indicated consumers were very upset by such commercials and could stop visiting theatres as a consequence. According to Adam Snyder's article in *Brandweek* magazine, promoting films is acceptable, but going beyond that risks offending consumers.<sup>33</sup> Blake Thomas, the marketing vice president of MGM/UA Home Entertainment, asserts that "We could theoretically sell as much air time as we want, since advertisers cannot resist the temptation of reaching tens of millions of viewers."

### **Benefits of Movie Theatre Advertising**

There are many benefits that come with advertising in movies, including the following:

- i. Exposure**



More than 1.49 billion tickets were sold for films in 2001, and attendance is still increasing. Ticket sales now total more than \$7.7 billion annually.

#### **ii. Mood**

If moviegoers like it, their feelings may transfer to the marketed goods.

#### **iii. Cost**

The price of theatre advertising varies depending on the venue. However, it has minimal costs per exposure in both the absolute and relative senses.

#### **iv. Recall**

According to research, 83 percent of moviegoers are able to remember the advertisements they watched in a movie theatre the following day. This contrasts with a recall rate of 20% for television.

#### **v. Clutter**

Another benefit of movie theatre advertising is its lack of clutter. The majority of theatres have ad-time restrictions.

#### **vi. Proximity**

Potential patrons are "right next door" to theatres since many of them are situated within or close to retail malls.

#### **vii. Segmentation**

The capacity to target certain demographic groups is a major benefit of movie advertising. The typical moviegoer has a higher than average level of education and is wealthy. Advertisements may target certain audiences thanks to the movie names and ratings.

### **Disadvantages of Movie Theatre Advertising**

The following are some of the drawbacks of using movie theatres as a medium for advertising:

#### **i. Irritation**

The fact that many individuals object to seeing advertisements in various mediums may be the biggest drawback. These advertisements may cause a great deal of aggravation, according to a number of studies<sup>38</sup>. This annoyance may extend to the actual product, the movies, or the theatres. While Anne-Marie Marcus, vice president of sales for Screen Vision, claims that the uproar has subsided while the T, Mike Stimler, head of the specialised video label Water Bearer Films, asserts that "people boo in movie theatres when they see product advertising." According to the retail company J. Maxx, this kind of promotion is not likely to be used again.

#### **ii. Cost**

While the cheap rates paid for local theatre advertising have been mentioned as a benefit, commercials shown nationwide are sometimes 20% more expensive than an equivalent exposure on television. Furthermore, CPMs are often greater than in other media. Despite the fact that there have only been two drawbacks of theatre advertising identified, the first is a significant one. A

lot of individuals who pay to watch a movie consider advertising to be an annoyance. Many moviegoers said in a survey by Michael Belch and Don Sciglimpaglia that they would not only not purchase the product promoted, but they would also consider boycotting it. Therefore, marketers should utilise this medium with caution. Placement of goods in the films might be a solution if they still want to employ films.

### **Featured Products in Film and Television**

Showing the real product or an advertisement for it as part of a motion picture or television programme is becoming an increasingly popular method of product promotion. Although this kind of product placement does not make up a significant portion of the advertising and promotion industry, it has been successful for certain businesses and has gained in significance as a result of marketers' worries about consumers' ability to avoid viewing advertisements. Many businesses pay to have their goods included in films and music videos. For instance, Dr. Evil's spaceship in the film Austin Powers was shaped like a "Big Boy" from the Big Boy restaurant chain. Taco Bell, Jaguar, and Starbucks are just a few examples of the many product placements in Austin Powers III. This form is essentially advertising without an advertising channel. The audience often is unaware that a product promotion is taking place. Brand names are often seen by viewers as adding reality to a tale. However, the effect on consumers is actual. Reese's Pieces, for instance, had a 70% increase in sales after appearing in the movie E.T., and 800 more movie theatres added the candy to their concessions. After Tom Cruise wore Ray-Ban Wayfarer sunglasses in the film Risky Business, their sales quadrupled, and after he wore Ray-Ban Aviator sunglasses in the film Top Gun, their sales soared by 40%. Sales of Oakley sunglasses soared by 80% when he wore them in Mission Impossible 2. Since CBS changed its long-standing custom of not introducing brand names in its programs in 1988, the trend to advertise items on TV has also grown. As seen in IMC Perspective 13-1, the usage of product placements has grown widespread and is also on the rise in international markets.

### **Benefits of Product Placements**

Several benefits of product tie-ins have been mentioned, including:

#### **1. Exposure**

Each year, a sizable number of individuals attend films. The lifespan of a typical movie is projected to be three and a half years, and the majority of viewers are highly attentive spectators. The potential exposure for a product featured in a movie or on television is huge when this is paired with the growing home video rental market, network, and cable TV. And at the theatre, zapping is not an option for this kind of exposure. Based on the ratings and the ability to focus the advertisement to a specific target market, high exposure figures are also provided for TV tie-ins.

#### **2. Frequency**

There may be plenty of opportunities for multiple exposures, depending on how the product is employed in the film. You will see the things advertised there many times, for instance, if you regularly watch the CBS programme Survivor.

#### **3. Assistance with other media**

Product placements may assist other marketing resources. The practise of having the client who is putting the product on the market cross-promote the product and the movie tie-in via various media outlets, the Internet, and sales promotions is becoming more and more common in the film business.

#### **4. Source connection**

When customers associate a product with their favourite movie star sporting Oakleys, sipping Starbucks coffee, or driving a Mercedes, this linkage may help the brand. The majority of people working in the product placement industry think that affiliation with the right source is essential to success.

#### **5. Cost**

Free samples to \$1 million are possible placement costs, but the latter is an extreme. Due to the large number of exposures this kind of advertising creates, the CPM may be quite cheap.

#### **6. Recall**

Several businesses have evaluated how product placements affect next-day recall. Johnson's Baby Shampoo scored 20%, Kellogg's Corn Flakes scored 67%, and other products in between. The average age recall rate is around 38%. Once again, these results are superior than those for TV viewership. Strong memory was associated with locations that were clearly presented, according to research by Pola Gupta and Kenneth Lord.

#### **7. Disregarding rules**

Some items cannot be advertised on television or to certain market groups in the United States or many other countries. Product placements have made it possible for the alcohol and cigarette businesses to advertise their goods while getting around these limitations.

#### **8. Acceptance**

According to a research by Pola Gupta and Stephen Gould, viewers tolerate commercial placements and generally think favourably of them, albeit certain items are seen as less acceptable than others.

#### **Problems with Product Placements**

Additionally, there are several drawbacks related to product placements:

##### **i. High absolute cost is one**

Product placement in films may have a relatively low CPM, but the actual cost of putting the product may be quite costly, pricing certain marketers out of the market. Even while only a tiny portion of placements are paid for directly, the studios' growing need for cross-promotions significantly raises prices.

##### **ii. Exposure time**

There is no assurance that viewers will become aware of the product, even if how certain things are presented to the public has an effect. Product placements vary in their level of prominence. If the product is not clearly displayed, the marketer runs the danger of being unnoticed.

### iii. Restrictive appeal

This media medium has a limited appeal since it does not allow for the discussion of product advantages or the giving of in-depth information. Instead, only source affiliation, usage, and pleasure are the main charms. The indirect promotion of the product is related on how it is used in the movie and the flexibility for product display.

### iv. A lack of power

In many films, the advertiser has little control over the frequency or timing of product placement. Many businesses have discovered that their film spots did not perform as well as anticipated. Fabergé created a whole Christmas campaign around the release of their Brut perfume and a movie placement, only to learn that the release date had been pushed back to February.

### v. Reaction from the general public

The thought of including advertisements in TV shows or motion pictures infuriates a lot of viewers and moviegoers. These consumers like keeping the line between on-air programming and advertisements. If the placement is too overbearing, people could start to feel unfavourably towards the company. Many customers are irritated by what they see as obnoxious marketing as a result of the rising usage of placements. The FTC has looked at ways to restrict placements without informing consumers.

### vi. Competition

The popularity of product placements has raised the stakes in the race to get your product shown. Key placement requests from movie production companies are become more frequent.

### vii. Unfavourable locations

It's possible for some brands to show up in situations in movies that the public finds offensive or unfavourable. For instance, a really decent and devoted father finds solace in a bottle of Coke in the movie *Missing*, whereas a Pepsi machine shows up in a stadium where murder and torture are committed—not a favourable location for Pepsi.

## Measurement of the audience for product placements

There is currently no other source of audience measurement outside the providers. Prospective marketers often have to choose between using their own original ideas or relying on the reliability of the source. However, at least two studies have shown that product placements have the potential to be effective. In addition to the above studies, Eva Steertz's study revealed that viewers had a 38 percent average recall rate for placements.<sup>45</sup> Furthermore, Damon Darlin has shown proof that products linked to celebrities are enhanced with a glitzy atmosphere. To determine value, research firms like PR Data Systems evaluate the length of time a product is exposed in the programme or film to the price of a comparable ad spot.

## In-Flight Promotion

In-flight advertising is a media that is also expanding quickly. The appeal of this medium grows along with the number of people who fly. Three types of in-flight advertising are available:

**i. Magazines for aeroplanes**

On practically every aircraft in the air, free periodicals produced by the airlines are available. Each month, United Airlines distributes more than 1 million Hemispheres magazines, with an estimated 1.7 million possible exposures.

**ii. In-flight movies**

Domestic flights are now using in-flight films, which have long been standard on foreign flights. These videos did not initially have commercials. Currently, \$18 million worth of commercial space is reserved on flights annually.<sup>48</sup> While not all airlines provide in-flight advertisements, several do, including British Airways, Delta, American, and Japan Air Lines. These commercials may last up to three minutes in length. For instance, SKY-TV offers specials on United, TWA, and US Airways as well as a bonus special on broadcast.com. English and Spanish are the two languages that CBS Eye on American broadcasts in.

**iii. Aero plane radio**

The same persons that edit USA Today's newspaper also oversee the publication of its in-flight radio station. More than 90% of customers may already browse in-flight shopping catalogues, which are offered by twenty domestic airlines. The product catalogues, which typically include between 160 and 180 pages, feature goods from several companies, including Sharper Image, Magellan's, Lego, and Hammacher Schlemmer.

**Advantages and Drawbacks of In-Flight Advertising**

The following are advantages of in-flight advertising:

**i. An appealing audience**

The typical traveller is 45 years old and makes about \$83,700 per year at home. Both business and leisure travellers often have high incomes, making them an appealing market for businesses that cater to these demographics. Many of these passengers are in senior executive roles at their companies. Over 4% of business professionals are reached by Hemispheres, while the magazine believes that professionals make up over 71% of its audience. Additionally, other demographics are in your favour.

**ii. A devoted following**

The audience on an aircraft cannot exit the room, as was said in the debate regarding ticket coverings. Many passengers, especially on lengthy flights, are open to having periodicals to read, news to listen to, and even advertisements to see in-flight.

**iii. Cost**

In-flight advertisements are less expensive than corporate print media. An advertisement on United Airlines that runs for 30 seconds and reaches 3,550,000 passengers costs around \$27,500. That money would be doubled for a four-color spread in Forbes and Fortune. The SKY-TV

videos described earlier cost less than a half-page ad in The Wall Street Journal, while a full-page ad in American Way ranges in price from \$16,474 to \$19,154 depending on the number of placements.

#### **iv. Capabilities for segmentation**

In-flight advertising enables the advertiser to connect with both travellers going to a particular location and certain demographic groupings. For instance, on the JAL flight from New York to Tokyo, Martell cognac was exclusively offered to first-class travellers. Readers of American Airlines' Celebrated Living have an average salary of \$174,500, and 42% have a net worth of at least \$1 million.

In-flight advertising has a number of drawbacks, including the following:

##### **i. Irritation**

Many customers dislike the notion of advertisements in general and think they are already too invasive. They believe that in-flight advertising are just another instance of where marketers are interfering.

##### **ii. Strictly limited supply**

Many airlines have time restrictions on in-flight ads. For instance, Japan Air Lines only permits 220 seconds every flight.

##### **iii. Inattentiveness**

Many travellers may choose to ignore the adverts, turn the volume down on their headsets, or just shut them out.

##### **iv. Wearout**

The amount of in-flight advertisements that are presented is expected to significantly rise, which means that passengers on aero planes may soon be bombarded with them.

#### **Miscellaneous Various Media**

As was said previously in this chapter, there are a growing number of advertising support media, and it is beyond the scope of this book to explain or even list them all. However, the following is just presented to highlight a few of the many possibilities available:

Location-based media. Place-based media's approach is founded on the notion of delivering the advertising medium to customers wherever they may be. TV monitors and magazine racks may be found in a number of places, including fitness clubs, physicians' offices, and schools. After Whittle Communications' original launch and failure, Promedia currently controls Channel One; Cass Communications provides location-based media solutions for the collegiate market. Place-based media are becoming a lucrative endeavour and a desirable substitute for media purchasers[10]–[12]. Many marketers encourage and employ this medium in the classroom, claiming that both the sponsor and the "cash-strapped" schools benefit. Examples include Vans, Paramount Pictures, and Disney. However, some critics, like Ralph Nader of the Consumers Union, call it "crass commercialism."



There was a brief discussion of the development of interactive kiosks. Advertising fees for signs and interactive adverts on kiosks installed in shopping malls, movie theatres, and other high-traffic places range from \$1,000 to \$2,500 per month. More complicated interactive programmes may incur additional fees. Ameritech and North Communications, for example, have boosted their use of this media. To provide customers with rapid access to the Internet, Intel has placed over 1,000 kiosks in computer shops.<sup>54</sup> Kmart believes that its in-store kiosks account about 20% of its total sales.

## CONCLUSION

Out-of-home advertising, promotional items, product placements in movies and on television, and in-flight advertising are just a few examples of support media. Support media provide a number of benefits. Just a few of the factors mentioned in this chapter are cost, ability to reach the target market, and adaptability. Additionally, a lot of the media included here have successfully shown the ability of their particular medium to produce outcomes. However, each of these auxiliary media has drawbacks. The absence of audience measurement and verification may be the biggest flaw with most. The majority of unconventional media do not publish audience measurement data, in contrast to many of the media covered previously in this article. As a result, the advertiser is obliged to make judgements based either on information supplied by the media or without access to actual data. The main shortcomings are probably going to be fixed as the amount and diversity of support material increases. These media could therefore cease to be seen as alternative or unorthodox.

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**TECHNIQUES AND STRATEGIES USED IN DIRECT MARKETING****Ms. Neha Saxena\***

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**ABSTRACT:**

*A focused marketing strategy called "direct marketing" tries to have direct, one-on-one conversations with certain customers or clients. The strategies and tactics used in direct marketing are examined in this abstract, with a focus on important factors and efficient execution techniques for successful campaigns. The need of careful audience segmentation and targeting is emphasised in the abstract's first paragraph. Understanding the particular traits, tastes, and behaviours of the target market is essential to direct marketing. Marketers may build thorough consumer profiles and adjust their message by using demographic, psychographic, and behavioural data. The function of telemarketing in direct marketing is then covered in the abstract. In order to engage prospects and produce leads or sales, it emphasises the need of adhering to all relevant rules, communicating politely and professionally, and using effective scripting. This chapter gave you an introduction to the rapidly expanding sector of direct marketing, which uses a range of techniques and media in addition to telemarketing and direct mail. Direct marketing is a flexible marketing and sales tactic that may be used by a wide range of businesses and organisations. The expansion of direct marketing continues to surpass that of other forms of advertising and promotion, and many Fortune 500 corporations now use sophisticated direct marketing techniques. Many marketing strategies now use database marketing as a crucial element.*

**KEYWORDS:** Advertising, Business, Direct Marketing, Marketing, Media.

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**INTRODUCTION**

The media environment is evolving as marketers look for new ways to communicate their ideas. One shift is the emergence of new choices like the Internet and interactive media. Another is the diversity of developments occurring in relation to the businesses employing current media and the media themselves. We spoke about how support media, such product placements and movie theatre advertising, are altering earlier in this book. The examples in the introduction of this chapter highlight one of the developments in direct marketing, particularly with relation to infomercials. But it's crucial to understand that direct marketers employ a variety of methods, the infomercial being only one of them.

### **Direct Selling**

While the majority of businesses still largely depend on the other components of the promotional mix to market their goods and services via middlemen, a growing number are now going straight to the customer. These businesses contend that while using traditional promotional tools like advertising, sales promotion, and personal selling to build brand awareness and image is effective, going direct with the same tools can prompt a quick change in behaviour. Despite its relatively varied goals, direct marketing is a useful instrument in the integrated communications programme. We talk about direct marketing and its function as a vehicle for communication in this chapter. In terms of dollar expenditures, direct marketing is among the kinds of advertising that is expanding the quickest, and for many businesses, it is quickly taking over as their preferred method of connecting with customers. In their book *Maximarketing*, Stan Rapp and Thomas Collins suggest that direct marketing should be the main focus of the entire marketing strategy. Others have recently agreed. The nine-step methodology presented by Ropp and Collins covers building a database, connecting with prospects, advancing the sale, and strengthening the bond. We start by defining direct marketing before looking at the various forms of direct marketing and how they fit into the broader communications plan. The section finishes with a framework for assessing the direct marketing programme and a discussion of its benefits and drawbacks[1]–[3].

### **Direct Marketing Definition**

Direct marketing is a kind of marketing wherein organisations speak with potential consumers directly in order to elicit a reaction or transaction. This reaction might be expressed by a question, a purchase, or even a vote. Peter Bennett defines direct marketing as the sum of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs efforts to a target audience using one or more media with the goal of soliciting a response by phone, mail, or personal visit from a prospect or customer in his *Dictionary of Marketing Terms*. To start, we need to tell the difference between direct marketing and direct-marketing media. Direct marketing is a component of overall marketing and, like our planning model incorporates marketing research, segmentation, evaluation, and similar activities. A variety of direct-response mediums, including as direct mail, telemarketing, interactive TV, print, the Internet, and other media, are used in direct marketing. Direct marketers use these media as their instruments to carry out the communications process. Direct response advertising already generates more than \$2 trillion in sales of goods and services, and by the year 2006, it is expected to generate \$2.8 trillion in sales. The Gap, Restoration Hardware, Victoria's Secret, publishing firms, computer stores, and financial services are just a few of the organisations that use this marketing strategy. With an estimated \$1.3 trillion in sales anticipated by 2004, business-to-business and industrial marketers have also significantly upped their direct-marketing efforts.

### **Increased Direct Marketing**

Since the printing press was developed in the 15th century, direct marketing has existed. In the early 1700s, Ben Franklin was a highly effective direct marketer, and in the 1880s, Warren Sears and Montgomery Ward were also using this strategy. The development and extension of the U.S.

Postal Service, which made catalogues accessible to both urban and rural residents, may have served as the primary driving force behind the emergence of direct marketing. With the advent of catalogues, American consumers could suddenly purchase without ever leaving their houses. Catalogues, however, do not fully explain the explosive expansion of direct marketing. The rising appeal of this medium for both buyers and sellers may be attributed to a number of aspects of American society:

**i. Cards for personal use**

Bank, Oil Company, retail, and other types of credit cards currently total more than 1 billion in use in the US. As a result, customers may buy both low- and high-ticket things via direct response channels, and sellers are guaranteed to be paid. Over \$1.23 trillion in credit card charges are thought to have been made in 2001.5 Of course, not all of this came through direct marketing, but a significant portion of direct purchases do make use of this payment option, and organisations like American Express, Diners Club, MasterCard, and Visa are among the most active direct marketers.

**ii. Direct marketing collectives**

Marketers now have a wide variety of new chances because to businesses that specialize in list generation, statement inserts, catalogues, and sweepstakes. The growing number of these businesses, which attract even more new customers due to the shifting demographics of American society and the market. The fact that so many Americans are "money-rich and time-poor" now is one of the key elements in direct marketing's success. More revenue has resulted from the rapidly rising number of dual-income households. At the same time, the popularity of DIY projects, home entertainment, and DIY crafts and repairs has decreased the time available for shopping and enhanced the allure of direct purchases. Electronic media and computers have advanced rapidly in technology, making it simpler for customers to purchase and for marketers to successfully reach their target audiences. Home shopping programs are broadcast to well over 110 million television sets, and by 2006, it is anticipated that home channel sales would total \$15 Billion. In addition to changing values, more sophisticated marketing strategies, and an enhanced perception of the sector, direct marketing has become more successful. Additionally, these elements will guarantee direct marketing's future success. The range of businesses using direct marketing shows how effective it can be.

## **DISCUSSION**

Direct marketing is an essential component of the IMC program in many organizations, while others depend completely on it to elicit customer reaction. They combine direct marketing with other program aspects to accomplish aims other than sales. We first look at direct marketing's function inside the IMC program before moving on to its more conventional function.

### **Direct marketing's function in the IMC program**

Direct marketing, formerly the underdog of the promotional mix, is now playing a significant role in many organisations' integrated marketing strategies. In actuality, various components of the promotional mix support and are supported by direct-marketing efforts.

**i. Direct marketing and advertising combined**

Undoubtedly, direct marketing qualifies as advertising in and of itself. The direct-response offer is an advertisement, whether it is sent by mail, print, or TV. Typically, it includes a toll-free number, a 900 number, or a form asking for postal information. Sometimes the advertisement helps the direct-selling campaign. As an example, Victoria's Secret uses picture advertisements to promote retail and catalogue sales. Both Marlboro and Benson & Hedges promote their tobacco brands, which results in a spillover of their brand identity to their direct-response product catalogues. Retail outlet displays may also use the terms infomercials or direct response advertisements. Direct mail is sometimes used to send advertisements. For promotion of its new fall schedule and to provide a sneak look CD, CBS has partnered with a Blockbuster video mailer[4]–[6].

**ii. Direct Marketing and Public Relations Together**

Direct-response strategies are often used in public relations campaigns, as you will see later in this book. Private businesses may participate in telemarketing campaigns to raise money for nonprofit organisations, or they may support organisations that do the same. Similar to this, businesses and/or organisations involved in public relations may include toll-free numbers or website URLs in their advertisements or marketing materials. Additionally, it has been shown that direct mail works well for finding employment prospects.

**iii. Direct marketing and personal selling combined**

Personal selling techniques include direct selling and telemarketing. Charities and other nonprofit organisations often utilise telemarketing to raise money. You'll discover that for-profit businesses are also use telemarketing far more often to screen and qualify prospects and to produce leads. Prospective clients are often invited through direct mail to visit auto showrooms to test drive new automobiles; the salesman then takes charge of the selling attempt. The GM and BMW examples mentioned previously in this chapter demonstrate how well this strategy is used.

**iv. Direct Marketing and Sales Promotions Together**

How often have you gotten a direct mail piece alerting you to a discount, event, or an invitation to take part in a competition or sweepstakes? Announcements of special end-of-season bargains are routinely sent by ski retailers. Airlines advertise special airfares via mailers or emails. Customers of Nordstrom and other retailers are called to inform them of special sales events. Each of these is an example of a business informing clients about sales promotions via direct-marketing tactics. The direct marketing campaign may then be supported by the sales promotion event. Direct mail and/or telemarketing calls are often made when databases are created using the names and addresses obtained through a campaign.

**v. Direct Marketing and Support Media Together**

It has been shown that include a promotional item in a direct mail piece improves response rates. One business sent out 10,000 mailers, half of which included a promotional item. The earlier produced 65% more orders. As a reward for responding to a direct-mail solicitation, 3M utilised a promotional item. Compared to the ordinary mailer's response rate of just 9%, the incentive



yielded a response rate of 23%. Companies need to make a variety of choices in order to effectively conduct direct-marketing programmes. They must decide the program's goals, the markets to target, the direct-marketing tactics to be used, and how to gauge the program's success, just as with other marketing initiatives.

### **Direct marketing goals**

Usually, a direct reaction is what the direct marketer is seeking. The program's goals include typical behaviours, such test drives, votes, donations, and/or sales. A typical aim is defined by a predetermined response, maybe a 2–3% response rate. However, not every direct marketing aims to elicit a certain behaviour. Many businesses rely on direct marketing to promote their brand, keep customers happy, and inform and/or educate consumers in an effort to influence their future behaviour.

### **Creation of a Database**

Market segmentation and targeting are crucial elements of every promotional programme, as we have covered throughout this article. Since the effectiveness of a direct-marketing programme is closely related to the capacity for one-to-one marketing, direct-marketing programmes use these concepts even more than other types of programmes. Direct marketers utilise a database, or a list of customers and/or future consumers, to categorise and target their markets. According to a study by the U.S. Postal Service, 65 percent of the organisations polled use internal databases for marketing. This database is a tool for database marketing, which use specialised data about distinct clients and/or prospects to carry out more successful and effective marketing communications. It is clear that the database marketing campaign must be an essential component of the entire IMC programme. This list at the very least includes names, addresses, and Zip codes; more complex databases also include data on demographics and psychographics, payment and purchase transactions, personal information, local information, and even credit histories. The direct-marketing programmes build their structure on top of this database. These tasks are carried out using databases:

#### **i. Improving the segmentation of the market**

Some customers are more likely than others to be future users, voters, buyers, etc. The characteristics of the database may be examined by a marketer to target a larger prospective audience. For instance, catalogue businesses have grown to be quite specialised. Businesses like Lands' End, Lilly's Kids, and Johnson & Murphy have trimmed down their lists and improved their efficiency to only target customers who are most likely to buy their goods.

#### **ii. Encourage repeat business**

The customer's name and other details are added to the database once a purchase has been made. These folks have a high potential for repurchasing and are established direct marketing consumers. For instance, before the subscription expires, magazines will often phone customers or send them renewal letters. Blockbuster Entertainment offers assistance to those who rent videotapes in the areas of movie selection, shop locator, and membership review. From window cleaners to carpet cleaners to car dealers, businesses develop a clientele and get in touch with them when they are "due" to make another transaction.

**iii. Cross-sell**

Customers that have a particular interest provide a compelling market for further similar items. For instance, the National Geographic Society has made a success of selling globes, maps, movies, travel publications, and a variety of other things to subscribers who clearly have an interest in geography and/or travel. Similar to Kraft-GF, Victoria's Secret has successfully cross-sold goods in its diverse food range, expanding its garment lines mostly via sales to current consumers. You are prompted to react to the direct mail piece from Hertz in order to give Hertz permission to provide your name to Ford, among other parties, and to send you information on other goods and services.

**iv. Managing relationships with customers**

The marketer must create and keep a sizable quantity of data on its customers in order to effectively use customer relationship management, which is discussed in greater depth. Through affinities, personalised communications, and product/service offers, CRM aims to build relationships with customers. CRM needs a database to function properly. Although CRM depends on technology created specifically for tracking customer interactions, database marketing and CRM have certain similarities. It suffices to remark at this point that many of the strategies used in database marketing are required to create a CRM programme that works.

Many other businesses have built very thorough databases on current and future clients both domestically and abroad. Due of the prevalence of database marketing, many individuals are worried about privacy invasion. Direct marketers are also worried. The Direct Marketing Association, a trade group for direct marketers, has urged its members to uphold moral standards of behaviour in all aspects of their marketing activities. It makes the argument that the government will regulate the business if it does not do it on its own sources for database data. There are several sources of data for direct-marketing databases, including:

**i. The United States Census Bureau**

Nearly every household in the United States is profiled in the census data. Household size, demographics, income, and other details are all included in the data.

**ii. The United States Postal Service**

Postal Zip codes and the extended four-digit code provide information on both residential and commercial addresses.

**iii. Provide services**

There are several list providers. The listings' timeliness and correctness might vary.

**iv. Data Service and Standard Rate**

Consumer and business lists are included in the information provided by SRDS. Direct Mail List Rates and Data, which was published in two volumes, has over 50,000 list choices in hundreds of categories. Every year, SMRB conducts a survey of consumers who order products online or over the phone. It accumulates data on, among other things, the overall number of orders made, the kinds of goods bought, demographics, and customer satisfaction with purchases[7]–[9].

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### **The Direct Marketing Association**

The trade association for direct marketers advocates for direct marketing and disseminates data on its use. Information about use, attitudes towards direct marketing, guidelines and regulations, and other topics are available in the DMA's Fact Book of Direct Marketing. Lists and other carefully chosen information are also sold by consumer products producers, banks, credit bureaus, shops, philanthropic organisations, and other commercial enterprises. Through filled warranty cards, questionnaires, and other methods, businesses may create their own databases. While many businesses maintain databases, many fail to make good use of them. Collecting names and information is not sufficient; the list must be maintained up-to-date, cleaned out of outdated and/or inactive clients, and often updated. The effectiveness of the database will increase as more consumer data can be stored there. For this reason, the Postal Service suggests using the RFM grading technique. RFM stands for the frequency, recentness, and money exchanges between the business and the client. In order for the business to keep track of how recently purchases have been made, how often they are made, and how much money is being spent, data must explicitly be recorded each time there is a transaction. Additionally, keeping track of the goods and/or services utilised makes it easier to carry out the aforementioned actions. Regular database analysis allows the business or organisation to see trends and purchasing habits that will improve its ability to connect with consumers and better serve their requirements.

### **Media and Direct-Marketing Techniques**

Marketers must choose the message to be delivered, the budget, and other factors, just as with all other communication programmes covered in this work. The usage of media may be the main distinction between direct-marketing initiatives and other promotional mix initiatives. The medium is utilised immediately to get an order in the one-step procedure. You've likely seen TV advertisements for goods like tool sets, exercise equipment, or magazine subscriptions where the viewer is exhorted to call a toll-free number to make an order right now. These advertisements often provide an address and take payment cards or cash upon delivery. When the ad is shown, their objective is to produce an instant sale. The two-step method could make use of many media. The first endeavour is to qualify or screen prospective purchasers. The result is produced by the second attempt. For instance, many businesses utilise telemarketing to assess prospects based on their level of interest before reaching out to them with further information in an effort to get an order or by using personal selling to clinch the deal.

### **Postal Service**

The mail you get that is not requested is referred to as "junk mail" or direct mail. Direct mail continues to be the most expensive form of advertising, with an estimated \$46.5 billion spent on it in 2001. In 2001, mail-order sales totaled more than \$582 billion. Direct mail is not only used by tiny businesses vying for our patronage. Numerous respected global corporations, like General Electric, American Express, and Citicorp, have boosted their investments in this field. By 2006, it is anticipated that business-to-business direct mail sales would exceed \$345 billion. In the past, many marketers avoided using direct mail out of concern for the perception it could foster or because they thought it was only effective for low-priced products. The situation has

changed, however. Porsche vehicles North America, Inc., for instance, employs direct mail to target affluent individuals who are most likely to buy its pricey sports vehicles. For one instance, Porsche created a direct-mail message that was distributed to a medical professional target population with a very specific salary range. This list was narrowed down even further to particular geographical locations after being screened to fit the demo-graphics of Porsche consumers. The direct-mail advertisement included an X-ray of a Porsche 911 Carrera 4 and was intended for a medical audience. One of the greatest response rates to a Porsche mailer in recent years was produced by this innovative campaign. A one-year membership to Vogue magazine was made available to Express store credit card customers in a joint effort between the two companies.

The mailing list, which is the data base from which names are created, and the capacity to segment markets are essential to direct mail's success. Lists are now more up to date and selected, reducing wasteful coverage. Effectiveness has grown as a result of geographic, demographic, and lifestyle segmentation. The lists of people who have previously bought direct-mail items are the most often utilized. The list's significance has given rise to a separate industry. Over 38 billion names are thought to be on lists, and many businesses have found it profitable to sell the names of customers who have purchased their goods and/or services to list firms. Such lists are provided nationally by organizations like A. B. Zeller and VNU Business Media, and in the majority of major cities, businesses also provide the same service locally. Although many marketers still prefer direct mail, and industry projections indicate that it will increase even more, the Internet has gravely threatened this medium. Direct mail spending climbed by 6.15 percent annually between 1996 and 2001, but internet spending soared by 95 percent over the same period. As Internet businesses have boosted their spending on direct mail to attract prospective consumers to their sites, it's interesting to note that the Internet is both a danger and an opportunity. To encourage trial of their Internet service, AOL, for instance, routinely delivers discs containing free time. However, the direct mail industry has suffered poorer consumer response rates than in the past, and many marketers have switched their budgets from this to the Internet. Legal issues have also impacted the sector. Many businesses, especially those in the business-to-business market, have switched from print to online catalogues [10], [11].

Catalogs Catalogue firms are significant players in the direct-marketing sector. Since 1984, both the quantity of catalogues distributed and the number of catalogue consumers have grown dramatically. From 1996 to 2001, sales grew by an average of 11.4 percent annually. In 2006, it's anticipated that catalogue sales would total \$16.3 billion. Many businesses utilise catalogues in addition to their more conventional sales and marketing techniques. For instance, businesses like Pottery Barn, Nordstrom, and JCPenney utilise catalogues to advertise their products directly to customers while also informing them about the merchandise they carry in-store. Some businesses only make sales via catalogues. Others, including The Sharper Image, Lands' End, and Banana Republic, that once only operated as catalogue businesses have expanded into retail establishments. On the East Coast, a superstore for L.L. Bean just opened. The items being supplied via this medium have also advanced, as you can see from the examples below: The 2004 Cadillac XLR—MFRP \$85,000—was first shown in the 2002 Neiman Marcus Christmas catalogue. There were only 101 "Neiman-Marcus XLRs" made by Cadillac; 99 were donated to charity. In 14 minutes, they were all gone. A \$1 million Miracle Bra was highlighted by

Victoria's Secret in their holiday catalogue[12]. The bra, which was worn by supermodel Claudia Schiffer, was made of hundreds of semiprecious stones and over 100 carats of genuine diamonds. A pair of Mercedes-Benz convertibles were put up for auction in a catalogue by Saks' Holding Co., a subsidiary of Saks Fifth Avenue, with a starting price of \$50,000. In its Christmas catalogue, Hammacher Schlemmer offered a \$43,000 taxi and a \$34,000 train set, while The Sharper Image displayed a \$375,000 silver saddle.

## CONCLUSION

Direct marketing benefits from targeted reach, segmentation, frequency, adaptability, and timing. Direct-marketing programmes also provide the benefits of minimal costs, the opportunity to track programme efficacy, and personalised and customised messaging. While doing direct marketing has many benefits, there are also a number of drawbacks. Some marketers are cautious to employ direct-marketing technologies due to image issues, the widespread selling and usage of databases, a lack of content support, and the invasive nature of the medium. However, industry self-policing and participation by big, sophisticated corporations have resulted in considerable advances. As a consequence, direct marketing will be used more often.

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## USING DIRECT MARKETING CHANNELS

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### ABSTRACT:

*Direct marketing media is a focused advertising strategy that entails using numerous channels to communicate with certain people or companies with tailored messaging. This abstract investigates the use of direct-marketing media, stressing its benefits, difficulties, and implementation concerns for successful marketing efforts. The major benefit of direct marketing medium is highlighted in the abstract's first paragraph: its capacity to create a personal and direct connection with the target audience. Marketers may target certain people with their messages through direct mail, email marketing, telemarketing, SMS marketing, or personalised digital advertising, improving the probability of interaction and reaction. The advantages of direct marketing medium are covered in more detail in the abstract, including how quantifiable and traceable they are. Direct-marketing initiatives, as opposed to conventional mass media, provide accurate monitoring of response rates, conversion rates, and return on investment (ROI). Marketers may assess the success of campaigns using this data-driven methodology and improve future efforts. The importance of innovative and persuading message in direct-marketing medium is also emphasised in the abstract. Marketing professionals have the chance to create customised messages that connect with specific audiences thanks to personalised communication. Successful direct-marketing efforts must have attention-grabbing copy, compelling value propositions, and compelling calls to action.*

**KEYWORDS:** Advertising, Business, Direct Marketing, Marketing, Media.

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### INTRODUCTION

For both consumer and business-to-business consumers, catalogues are now accessible online in addition to the conventional physical editions. Consumer market catalogue products are sometimes also sold at retail establishments. Others see the catalogue and retail sections as distinct organisations. You may exchange or return the goods to the retail outlets, for instance, if you order from the Eddie Bauer catalogue. Products from Victoria's Secret must be returned to the catalogue division. At the Gap, the catalogue is utilised to enhance the inventory that is already on hand, and phone orders may be placed from the shop and mailed for free for other sizes and other items.

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## Media Broadcasting

Over 77 percent of Americans say they have seen a direct-response appeal on TV, demonstrating the astonishing effectiveness of direct marketing in the broadcast sector. With predictions of \$108.2 billion in sales by 2006, direct response TV is predicted to have generated more than \$79.3 billion in sales in 2002. Forecasts, however, indicate slower growth in the next several years, averaging 8.8% through 2007. Direct marketers have access to radio and television as two broadcast mediums. Radio was utilised quite a bit in the 1950s, but recently, both its usage and efficacy have significantly decreased. As a result, TV currently hosts the majority of direct-marketing broadcast advertising, which is why it is the focus of this article. However, it should be noted that the two-step method is still widely used on the radio, especially by small businesses. In the broadcast sector, direct marketing includes both assistance and direct-response advertising. In one- or two-step approaches, as previously mentioned, the product or service is given in direct-response advertising together with a request for a sales response. Advertisements for CDs, cassettes, and betting advice on basketball or football are a few examples. There are toll-free phone numbers provided so that the recipient may call right away to place an order. Support advertising has the specific purpose of assisting other types of advertising. Support advertising includes advertisements urging you to check your mailbox for a sweepstakes entry from Publishers Clearing House, Reader's Digest, or other businesses[1]–[3].

## Infomercials

Advertisers have turned to a new kind of advertising as a result of the decreased cost of ads on cable and satellite channels. A 30- to 60-minute extended advertisement is known as an infomercial. A large number of infomercials are created by the marketers and are intended to be seen like normal TV programmes. To make an order, customers call a toll-free or 900 number. In the 1980s, infomercials were most often shown on shows like "Liquid Lustre," "Amazing Discoveries," and "Stainerator." As said in the introduction of this chapter, the infomercial sector has been embraced by many significant, mainstream marketers despite the fact that this kind of presentation is still widely watched. Studies show that infomercials are viewed and are successful in selling items. This profile is in line with studies done on infomercial watchers and consumers by Naveen Donthu and David Gilliland. These studies show that this advertising format is effective across a wide demographic base, with infomercial non-shoppers not substantially different in terms of age, education, income, or gender. Three times as much was spent on infomercials in 1995 as it was in 2002, according to predictions. Retail establishments also profit from infomercials since enhanced brand recognition results in more in-store purchases. For the George Foreman Grill, for instance, a \$500,000 print ad campaign and an infomercial resulted in more retail sales than Direct TV.

But not everyone is on board with the concept of adverts masquerading as programs. For instance, infomercials that pass for 'ultrahip' TV series have been aimed at teens, prompting worries that children under the age of 13 would fall for their seduction. Consumer complaints are increasing, and the FTC has previously fined infomercial sponsors for false endorsements. In

order to prevent viewers from confusing infomercials with normal programming, four consumer organisations have requested the FCC to mandate that all infomercials carry a mark that identifies a "paid ad" or "sponsored by". TV Advertorials In order to introduce the public to its whole model lineup, Peugeot created a series of advertorials in 1999, marking the company's entry into the world of TV broadcasting. The first automaker to employ TV commercials is Peugeot. The business created eight 5-minute videos promoting the cars as "The Drive of Your Life" and offering in-depth details on demos, test rides, and technical specifications. The automaker also created advertorials for its website, each of which was tailored to a distinct target market. Teleshopping The emergence of toll-free phone lines and the widespread usage of credit cards have caused a significant rise in the number of people who shop via their televisions. These days, a wide range of things are advertised in this manner, including jewellery, kitchenware, workout gear, insurance, CDs, and more. Industry studies predict a 5% growth rate, to \$15.6 billion by 2006<sup>27</sup>. QVC is pursuing international markets to build on its successes in Germany and Japan, partnerships, and sponsorships. The major shopping channel in the United States accounted for over \$3.9 billion in sales in 2002, reaching over 84 million households and fielding more than 130 million calls.

### Print Media

It might be challenging to utilise magazines and newspapers for direct marketing. Response rates and profits may be lower than in other media since these advertising must contend with the clutter of other ads and because the space is very pricey. This does not imply that they are not used. If you own a phone, you probably don't need to be informed about the tremendous rise in telemarketing, or sales over the phone. Both for-profit and nonprofit organisations have successfully used this media in one- and two-step processes. Over \$661 billion in total telemarketing sales were made in 2001, \$274.2 billion of which came from the consumer market. Telemarketing is a very large industry that is continually expanding. Take into account the following statistics: The telemarketing sector presently employs more than 6.3 million people. 45.2 percent of all b-to-b marketing sales come via telemarketing. An estimated \$76.2 billion is spent by marketers on outbound telemarketing calls each year<sup>[4]–[6]</sup>.

### DISCUSSION

Adobe Systems, Kaiser Permanente, and Hewlett-Packard are just a few of the numerous businesses that successfully use this direct marketing strategy for business-to-business marketing. By 2006, it is anticipated that B2B revenues would total \$588 billion. An additional component known as audiotex or telemedia has emerged as the reach of telemarketing continues to grow. A lot of telemedia content is interactive. According to Tom Eisenhart, telemedia is the "use of telephone and voice information services to market, advertise, promote, entertain, and inform." While many still associate the 900 and 976 area codes with scams or "sex, lies, and phone lines," over 7,000 programmes, including Tele-Lawyer, a provider of legal information services, Bally's Health & Tennis Corp., the largest chain of health clubs in the country, and NutraSweet, are broadcast on just the 900 area code. Telemarketing has drawbacks, such as the possibility of fraud and deceit as well as the possibility of inconvenience. Telemarketing and telemedia professionals have reacted to criticism from the general public. A decreasing

percentage of 800, 900, and 976 offers are provided by Dial-a-Porn and competitors. Telemedia's damaged reputation is expected to improve as more and more big businesses start using it.

Electronic teleshopping is an online shopping and information retrieval service accessible by personal computers, in contrast to infomercials and home shopping channels that traditionally depended on broadcast or cable TV. Although we will go into more depth about e-commerce in the next chapter, it is crucial to reiterate that conventional direct marketers are also incorporating Internet shopping into their operations. For instance, the home shopping channel QVC has launched iQVC, a home shopping website that complements its cable TV programme and generates additional revenue. One of the earliest "Web department stores" to make money was this business. Other direct marketers have had less success, learning the hard way that selling on the Internet takes new tactics. In 2002, QVC's Internet shopping channel generated \$400 million in sales<sup>36</sup>. K-Tel, Inc., a very successful direct-response TV advertiser, is one such organisation that has had far less success converting its conventional techniques to the Web. The direct, personal presentation, display, and sale of goods and services to customers in their homes is another component of the direct-marketing programme. Some of the most well-known direct-selling businesses in the US, including Avon, Cutco, Mary Kay Inc., and Tupperware, are now expanding their programmes internationally. Around 11 million individuals worldwide work as independent contractors in the direct selling industry. Sales of over \$25.57 billion are produced by these 11 million people.

#### **These are the three types of direct selling:**

Repetitive selling to individuals. In order to sell regularly used goods or services, the salesman goes to the customer's house, workplace, or another location. Person to person sales that are not repetitious. In order to sell seldom used goods or services, the salesman goes to the customer's house, workplace, or another location. Through home or office parties, demonstrations, and sales, the salesman presents goods or services to groups of people. While a variety of goods and services are provided via direct selling, the most well-liked categories are household and personal care items. The "typical" direct-selling salesperson is a woman between the ages of 35 and 44 who is married. Direct selling is often not a full-time career for representatives; rather, it is a means for individuals to supplement their income and get products at a lower price. The average worker in this sector spends fewer than 10 hours per week selling, and 81.6% work less than 30 hours per week.

#### **Considering the Success of Direct Marketing**

The success of direct-marketing programmes may be easily measured since they provide a direct reaction. Advertisers may quickly assess the relative success of an advertisement depending on the volume of calls produced by using the cost per order. A direct marketer might assess the relative efficacy of the medium by running the same advertisement on several stations. For instance, if a television advertisement costs \$2,500 and the advertiser wants a \$5 return on each purchase, the ad is deemed successful if it results in 500 orders. For print and direct-mail advertisements, comparable measurements have been devised. Traditional measurements of efficacy may be used for direct-marketing campaigns that don't aim to elicit a behavioural reaction.

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## Benefits and Drawbacks of Direct Marketing

Numerous benefits of direct marketing have previously been discussed. a critique of These are followed by a few additions:

### i. Narrow reach

Direct marketing enables the advertiser to contact more individuals and minimises or completely eliminates wasteful coverage. Advertising via broadcast media or through the mail are two ways to get intensive publicity. Although hardly everyone watches TV advertising or travels on highways with billboards, almost everyone gets mail. A good list permits the least amount of waste, since only those customersthe ones with the most promise are chosen. For instance, a political candidate may target a small set of voters, while a music club can advertise to persons who have just bought CD players.

### ii. Segmentation skills

Marketers may acquire databases of recent automobile purchases, bank card holders, product buyers, etc. These lists could enable segmentation based on factors like location, profession, demography, and job title, to name a few. Marketers may create powerful segmentation strategies by combining this data with the geocoding features of Prizm or VALS.

### iii. Frequency

Building frequency levels could be achievable depending on the medium utilized. Since direct-response TV advertising often uses the least costly program vehicles possible, the advertiser can afford to buy repeat times. Due to the potential for customer annoyance from receiving the same letter again, frequency may not be as readily achieved via the mail.

### iv. Flexibility

There are many inventive ways to use direct marketing. The Discovery Network, for instance, sent 17-inch TVs to media buyers. The only messages on the TV sets were one on the wire that stated "Plug me in" and another on a VHS that said "Play me." When the receiver played the videotape, a seven-minute commercial aired. Additionally, direct-mail pieces allow for comprehensive material that is quite informative. Companies have discovered that sending out targeted VHS mailings with product information has been a highly successful approach to educate prospective customers about their products[7]–[9].

### v. Timing

Direct-response advertising has the potential to be considerably timelier whereas many media need long-term preparation and have lengthy closing dates. For instance, direct mail may be prepared extremely fast and sent to the intended audience. Older, less popular TV shows that are more likely to be found on the station's list of open slots are the ones that are often utilised for direct-response advertising. Another typical tactic is to buy time at the last minute in order to secure the greatest deal.

### vi. Personalization



Direct media is the only advertising channel that can personalize the message this effectively. You may contact parents of kids of various ages by including the name of the youngster in your plea. Automobile owners get letters in the mail congratulating them on their recent acquisition and offering extras. Software solicitations are sent to computer buyers. College graduates are given highly personalized information that acknowledges their individual requirements and provides answers.

#### **vii. Costs**

Direct mail may have a very high CPM on an absolute and relative basis, but since it can target the audience precisely and limit waste coverage, the real CPM is lower. A video may be provided for less than \$1, and TV advertisements are often among of the least expensive ones available. The cost per client purchase is a second aspect that affects how cost-effective direct-response advertising is. Each sale produced is incredibly affordable because to the low cost of media.

#### **viii. Measures of performance**

Direct response is the only media that can quantify the success of its advertising campaigns. Feedback is often given right away and is always correct.

Direct marketing has a number of drawbacks, including the following:

##### **i. Image Elements**

As we said before, this industry's mail division is often referred to as junk mail. Many consumers feel that unsolicited mail advertises inferior goods, while others detest being solicited. Even some direct mailers, such as Ford, GM, and Air Products & Chemicals, claim to discard the majority of the junk mail they get. The rising amount of mail being sent makes this issue extremely pertinent. 40 In 2002, more over 205.7 billion pieces of mail were distributed in the United States alone. Another estimates that by 2007, individuals would get over 3,900 trash e-mails annually. Similarly, direct-response television advertisements are often low-budget spots for less expensive goods, which adds to the perception that less than the greatest things are promoted in this manner. Both telemarketing and "spam" or Internet junk mail are known to irritate a lot of customers. As you can see in Ethical Perspective 14-2, the direct marketing sector has image issues due to a number of other variables as well.

##### **ii. Accuracy**

Direct mail and telemarketing were both noted as having the benefit of specifically addressing prospective clients. However, the quality of the lists employed determines how successful these strategies are. People move, change jobs, and other things happen, and selectivity will decline if the lists are not maintained up to date. The accuracy of lists has significantly increased thanks to computerization, and the prevalence of poor names has decreased; nonetheless, the capacity to create lists is starting to pose a challenge[10], [11].

##### **iii. Content Assistance**

The capacity of magazines to evoke mood adds to the overall success of the advertisements they contain, according to our discussion of media strategy goals. The ability to evoke a mood with



direct-response advertising is restricted to the surrounding programme and/or editorial content. Online and direct mail services are unlikely to generate a positive attitude.

#### iv. Rising Prices

Direct-mail profits are instantly and directly affected by rising postal charges.

### CONCLUSION

Direct marketing medium also makes it easier to target and categories customers. Marketers may segment their audience and offer highly relevant communications by using demographic, behavioral, or psychographic data. By making sure that the appropriate message reaches the right audience at the right time, this tailored strategy improves the effectiveness of marketing initiatives. In summary, this offers perspectives on the utilization of direct-marketing media as a successful advertising strategy. While addressing issues with privacy, data quality, and messaging, it emphasizes the benefits of personalized targeting, measurability, and consumer segmentation. Marketers may build trust with their target audience, encourage interaction, and accomplish their marketing objectives by using direct-marketing media channels and following best practices.

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**ANALYSIS OF THE INTERNET AND INTERACTIVE MEDIA****Mr. Venkatesh Ashokababu\***

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**ABSTRACT:**

*The way people communicate, acquire information, and interact with material has changed dramatically thanks to the Internet and interactive media. The effect and relevance of the Internet and interactive media are examined in this abstract, with a focus on how they have affected communication, the spread of information, and user engagement, among other societal factors. The abstract starts out by going through the development of the Internet and its function as a global network linking people, companies, and organisations all over the globe. It demonstrates how the Internet can overcome geographic constraints and enable immediate communication and cooperation on a scale that has never been possible before. Because of this connectedness, real-time interactions are now possible via a variety of channels, including social media platforms, messaging applications, and email. The abstract also examines the emergence of interactive media and how it affects how people connect with and consume material. People now have access to a wide variety of interactive material, including films, games, virtual reality experiences, and live streaming, thanks to the growth of multimedia formats. The distinction between content producers and consumers is muddled by interactive media, which allows users to actively engage, customise, and influence their content consumption experiences.*

**KEYWORDS:** Advertising, Business, Internet, Marketing, Media.

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**INTRODUCTION**

Anyone who has followed the Internet sector for the last ten years has seen a remarkable succession of occurrences. The Internet witnessed a boom that regrettably turned into a bust as it went from being a medium with absolutely little presence in the marketing environment to one that was the center of attention. As many marketers have yet to determine what function the Internet will play in their communications programme, what some marketers believed would be the "be all and end all" of communications has now turned into a conundrum that has to be solved. But as the introduction to this chapter shows, some businesses seem to have found the solution and have successfully incorporated the Internet into their marketing communications strategies. As you will see in this chapter, other people have also found success, especially when they perceive the Internet as a part of their integrated marketing communications strategy rather than as their sole instrument. This chapter will cover interactive and online media, marketing

goals for employing them, and methods for evaluating their efficacy. You'll see that the Internet and interactive media are important parts of the integrated marketing communications programme and that, like other programme elements, they work best when combined. The Internet will be the topic of our first conversation[1]–[3].

### **The Internet's definition**

I think it could be helpful to create some common ground before we start our talk. Although we are all acquainted with the Internet, our level of familiarity differs. If you are acquainted with the words used in the discussion, it will be simpler for you to comprehend the information offered in this chapter. The Internet is a system of linked computers that allows people all over the globe to exchange information and communicate. It originally began as a U.S. Defence Department initiative, but anybody with a computer and a modem may now access it. The World Wide Web is the most well-known element of the Internet, but there are other elements as well. A few of these aspects have promise for marketers, but the Web has emerged as the dominant commercial component. Because of this, the material that follows will concentrate on leveraging the Web as a communications and sales tool. Although space only allows for a tiny inclusion here, there are really many more terms that have been introduced to our language as a consequence of the expansion of the Internet. As a result, we have avoided using technical terminology and instead have focused exclusively on marketing communications phrases. Before proceeding, you may want to look up words like URL, backbone, browser, and so on if you are not acquainted with them.

### **Creating a Program for the Internet**

Utilizing the Internet necessitates the creation of a strategy, just like utilizing the other media we covered before in this chapter. Target audiences, specific goals and techniques, and metrics for gauging success should all be taken into account in this strategy.

### **Website Users**

Like other forms of media, the web has users who are attempting to contact it as well as consumers. Target markets for this medium include both consumers and business-to-business sectors. Let's begin our discussion with the target markets—the users.

#### **i. Users: Consumer Market**

In 1995, the number of Internet users was reportedly 14.9 million. There were around 150 million by the middle of 2002, accounting for 64.3% of all homes in the United States already utilise the medium. The international adoption is also accelerating, with an estimated 445.9 million users globally. Many explanations have been put up to explain this quick acceptance. Long-term economic growth, Internet innovation, large corporate investments, and changing consumer lifestyles in America have all played a part. The demographics of Internet users have also changed. Although those with higher education and money tend to be online somewhat more than others, Internet users now are far more consistent with the profile of the entire U.S. population than they were in 1996, when the Web was obviously a male-dominated medium. It is anticipated that more people will utilise the Internet to shop, research goods and services, and make purchases.

**ii. Users: Business to Business**

The statistics for the consumer market may seem astronomical, yet they are nothing compared to those for business-to-business marketing. While some consumer firms believe that a website is not an essential part of their marketing strategy, the majority of corporate marketers see a quality site as a need. By 2004, there are projected to be 8.3 million businesses online, with over 100 million business-to-business decision makers. The revenue generated by these business sites is expected to reach \$6.2 trillion. Businesses in the computer and electronics, shipping and warehousing, and utilities sectors anticipate that by 2004, they will conduct over 70% of their transactions online.

**DISCUSSION**

The Internet is used in a number of ways by business-to-business marketers. Cisco and Dell use the Web to track and distribute sales leads in real time, while others like Scientific International train their sales representatives and host sales meetings via the Web in addition to selling. Cisco estimates that having sales meetings on the Web saves it \$1 million per month.<sup>7</sup> One of the key advantages for business-to-business marketers is the ability to gather information. In the modern Internet age, a business may look up a provider's product and service options right away without having to call or wait for a salesman to come. As a result, the same business may reach thousands of prospective clients at a far lower cost than it could have done without a website[4], [5].

**Web Purposes**

Major firms first created websites largely for informational reasons when they started doing business online. Websites from businesses like United Airlines and Maytag were actually little more than informational internet catalogues. However, the function of a website swiftly evolved; today's websites are much more inventive, promoting brand positioning, positioning, promotions, product information, and even selling goods and services. Java's debut in 1995 made it feasible to produce more elaborate online animations, music, and visuals. As a consequence, marketers began to use the Internet in completely new ways that went beyond its original, strictly informative purpose. You'll find that although there is still a focus on knowledge dissemination, there are also new communications and sales goals being pursued.

**Building and Keeping Up a Website**

It is crucial that you comprehend the function of the website—the location where content is made accessible to users of the Internet by the provider—before we get into depth about marketers' Web aims. A successful website demands a lot of time and work to create and maintain. It takes a mix of innovation, efficient promotion, and ongoing site upgrading to draw visitors to the site and encourage them to return. In addition, as mentioned in the beginning to this chapter, additional media must be connected with the website.

**Communication Goals**

The Internet is essentially a hybrid of media, unlike the other media mentioned in the text up to this point. It serves as a communications tool in part, enabling businesses to spread knowledge,

impart knowledge, shape attitudes, and accomplish other communication goals. However, for other people, it also serves as a direct-response medium, enabling them to utilise online commerce to buy and sell goods. So, we'll talk about two kinds of goals that businesses using the Internet have. Let's start by taking a look at some of the communication goals these businesses aim to accomplish.

### **Create Awareness**

Online advertising may be helpful in raising awareness of a company's existence as well as of the specific goods and services it provides. The Web provides small businesses with tight budgets the chance to raise exposure well beyond what could be done with conventional media. For instance, a Los Angeles company that formerly sold paper to local business-to-business companies now does 80% of its business abroad as a consequence of launching its website. The Internet is not likely to be the most effective of the IMC components for attaining this goal, while being a useful tool for raising awareness—particularly for smaller businesses with perhaps constrained advertising expenditures. Given its wider audience, advertising could be more beneficial for this objective.

### **Create Interest**

By visiting CocaCola.com or Snapple.com, you can see how businesses utilise the Internet to create interest in both their websites and their goods and services. Visitors to the Coca-Cola website may engage in a variety of activities to spark and sustain their interests. A click on "Coke Music," for instance, will take you on a musical tour and give you the option to make your own demo, participate in a quiz, and talk with other users about music. If football is your passion, you may check Coke Football Town to find out where the Coke football tour is taking place in your state. Investigate the Coke Youth Partnership if charitable causes are more your style. On the website, you may read about Coca-Cola products and the company itself. You can also shop for Coca-Cola t-shirts, clocks, and other items at the Coca-Cola Store. In an effort to attract visitors and retain their attention, Snapple has developed Snappleton, a make-believe town with a variety of locations to explore while learning about Snapple goods. Simple interest generation is the goal of these websites, which will encourage users to return and learn more about the items.

### **Information Distribution**

One of the main goals of utilizing the Web is to provide comprehensive information about a company's goods and services. Having a website has become essential in business-to-business markets as more and more customers demand that a firm have a website that provides them with comprehensive information about its services. Contracts are often advertised online for bids in the public sector. Information on requirements, specifications, submission deadlines, and other pertinent topics is delivered over the Internet much more quickly, to a much larger audience, and at a much lower cost than it is via other media. Many consumer businesses use their websites as a channel for disseminating additional information about their goods and services.

### **Create a Website Image**



Many websites are made to mirror the image that a business wishes to project. Check out the consumer websites at [www.fubu.com](http://www.fubu.com) and [www.akademiks.com](http://www.akademiks.com), as well as the business-to-business website at [www.sharp.com](http://www.sharp.com), for instance, if you have a few minutes to spare. These are all top-notch illustrations of websites used for image construction. It's interesting to note that building a brand online has proven to be challenging for conventional marketers. While some of these businesses have prospered, others have not, and they have realised that branding and image-creating methods must be specifically tailored to this medium.

### **Create a Powerful Brand**

As David Aaker noted in the beginning to this chapter, the Internet can be a helpful tool for branding when used as a component of an integrated marketing communications programme. Unfortunately, a lot of businesses still don't understand how to effectively brand online. There are many papers that examine this subject and the difficulties in accomplishing this goal if one looks through the literature from the last five years. While there isn't enough room for an in-depth analysis, let's talk about a few of the numerous reasons why businesses that try to build their brands online may not be succeeding. While building a great brand is not simple in any form of communication, some marketers believe that doing it online may be even more challenging. Many businesses, both conventional and dot-com, have spent millions of dollars attempting to build their brands via online advertising, as reported by Karen Benezra, editor of *Brandweek* magazine, with only sporadic results. According to Benezra, one factor contributing to this issue is a hazy understanding of the function that the Web ought to play in the branding process. It may be necessary for new or lesser-known companies to adopt distinct techniques from those used by more well-known ones like Volvo, BMW, or The Gap. Another factor is that a lot of marketers mistakenly think that only raising awareness or drawing attention would result in a powerful brand. The Internet hasn't been around long enough to demonstrate its branding powers, adds Benezra, and it takes time to build a connection with a consumer[6]–[8].

Given the similarities between the Internet and other direct-response media, such as catalogues or interactive TV, some marketers believe that the Internet is the most appropriate medium for direct response. They claim that effective direct marketing calls for a highly focused search for high-probability customers. While branding reaches out to many different groups, it is far less focused. The Internet is somewhere in the middle, and attempting to accomplish both goals at once has resulted in disastrous branding attempts, claims Erwin Ephron of Advertising Age. The Price Tag Is Too High Effective branding does not happen quickly. Unfortunately, a lot of marketers are unwilling to wait or believe they cannot afford to do so. These marketers can see the Internet as a "quick fix" that would enable them to build their businesses quickly.

They may immediately revert to their attention on ROI or the bottom line once they see that the Internet cannot instantly offer identification. Cutting down on Internet advertising and brand identification initiatives will right away result in cost savings and a return to business as usual. The aforementioned are only a few of the many explanations that can be given as to why branding on the Internet has not been as effective as many had thought. We think that the Internet may be utilized for branding as well as other goals as part of an integrated marketing communications program. gives a few instances of businesses that have successfully incorporated media into this medium.

### **Encourage Trial**

Many marketers have discovered that the Internet is a useful tool for encouraging trial of their goods or services. Electronic coupons are made available on certain websites in an effort to encourage customers to try their goods. Others include giveaways, promotions, and samples meant to entice trial.

### **E-Commerce**

In the consumer and business-to-business markets, the Internet also provides the chance to sell directly to clients. E-commerce is the term used to describe this direct selling of products and services. A sales component is present on many of the websites previously discussed in this chapter, either as the main or secondary objective. Many businesses continue to operate their current "brick and mortar" storefronts in addition to their online sites. A few examples of consumer-focused businesses include Eddie Bauer, The Gap, and Barnes & Noble. Sears offers 4 million components and 90,000 schematics for customers to pick from on Sears.com. Circuit City offers a similar program. The products are priced the same as they are at the shops and may be picked up and returned there as well. Others merely maintain websites, such as Amazon.com, eBay.com, and E-toys.com. Later in the chapter, we will go into more detail regarding e-commerce and the tactics used there. Before we do that, let's have a look at how an IMC programme may make use of the Internet.

### **Integrated marketing communications and the Internet**

We have already highlighted how important it is for an IMC program to use the Internet. We go through integrating the Web with other program features in this part.

#### **i. Advertising**

Using the Internet to advertise The Internet is a kind of advertising, just like broadcast or print media. Similar to how they would with television, magazines, outdoor advertising, etc., businesses and organizations attempting to market their goods and services must take this medium into account. Banners advertisements are the kind of online advertising that is most prevalent. For direct marketing goals or to raise knowledge or notoriety, banner adverts may be employed. Side panels, skyscrapers, and verticals are just a few of the titles and variations that banner advertising might have. At first, banner adverts made up the great bulk of online advertising, but research questioning their efficacy have caused use to fall. Although reports on click-through rates vary, most research show a response rate of less than 1%.<sup>12</sup> Recent studies have shown an increase in response rates. Future usage of this kind of advertising may rise as a result of these results.

#### **ii. Sponsorships**

Sponsorships are a typical kind of advertisement. Two different kinds of sponsorship exist. Regular sponsorships take place when a business pays to sponsor a particular area of a website, such as Clairol's sponsorship of a page on GirlsOn.com and Intuit's sponsorship of a page on the

finance section of Netscape with Turbo Tax. The sponsorship of content is a more complex arrangement in which the sponsor not only contributes money in exchange for name association but also takes part in producing the content. In some circumstances, the site is in charge of contributing material and securing the sponsor's approval; in other others, the sponsor may provide all or part of the content. Sponsorships are becoming more and more popular, in part because banner advertising are ineffective. Pop-Ups/Pop-Unders Have you ever noticed a little window on Netscape that pops up when you visit the Internet and promotes AOL's "Instant Messenger"? Pop-up windows of this kind often display when you enter a certain website. Typically, pop-ups are bigger than banner ads but smaller than full screens[9], [10].

Pop-unders are advertisements that only show up after a person leaves a website and display underneath the page. For instance, if you've ever been on a travel website, it's likely that you saw an Orbitz pop-under advertisement. Orbitz is one of the companies that uses this kind of online advertising the most. After visiting the Los Angeles Times website, you will very surely encounter an example of this kind of advertisement. Others disagree with the notion that pop-ups and pop-unders are effective types of advertising, like Orbitz. These advertising formats are no longer accepted by Google.com, iVillage.com, and Earthlink as a result of customer complaints. However, there are signs that more and more websites are providing this form of advertising, despite the intrusive nature of pop-ups and pop-unders.

### iii. Interstitials

Interstitials are advertisements that flash up on your screen while a website's content downloads. Despite the fact that some marketers see interstitials as a nuisance rather than a useful tool, a research by Grey Advertising revealed that just 15% of respondents thought the advertisements to be annoying and that 47% found them to be helpful. Perhaps more significantly, interstitial memory was much greater at 76 percent compared to banner ad recall, which was about 51 percent. Acura recently used an interstitial to launch their Integra Type R vehicle. This kind of advertisement is often used by Coca-Cola, TriStar, and Macy's. Technology Push Instead of waiting for customers to locate anything, push technologies, also known as webcasting technologies, enable businesses to "push" a message to them. Push technologies provide web pages, news updates, and even music and video tailored to certain audiences or even specific people. For instance, a manager whose duties include corporate finance may go on to his or her computer and discover that fresh headlines on the economy, market updates, or a synopsis of an Alan Greenspan lecture are instantly there. In order to automatically "hook" viewers to their websites for sports, news, weather reports, and/or other information that the viewer has specified, businesses provide screen savers. Users may employ personalisation, which allows them to tailor their websites to just display the specific information they are most interested in seeing. For instance, if you are interested in college sports, websites that provide information on college sports might send you updates. Advertisers who display their messages on the screen pay for the service.

Links perform many of the same functions as the forms of advertising mentioned above, despite the fact that some people do not consider them to be forms of advertising. For instance, a visitor to one site could click on a link that directs them to another site's related or supplementary content. There are many links to publications, including *Cosmopolitan* and *Good Housekeeping*,

at the bottom of the women.com site. When you click on one of these, the magazine's website is opened, and often a pop-up asking you to subscribe to the publication appears. There are also other types of advertising, such as adverts posted in chat rooms. Since many of these solutions are not widely used, we advise the reader to explore further resources for more details.

### **Internet-based Sales Promotion**

Businesses have discovered that the Internet is an extremely efficient tool for spreading sales promotions. Huggies links the usage of sales promotions with its website, as was already mentioned. Other instances include Pontiac Vibe's event announcements, GMC's special financing offers, and PepsiCo's utilisation of competitions and sweepstakes, to name just a few. Levis has used a number of online marketing strategies, like as competitions, Internet movies, and Super Bowl tie-ins.

### **Internet personal selling**

For many people active in personal selling, especially those in the business-to-business industry, the Internet has been both a help and a hindrance. The Internet has presented a danger to certain people who fear it may eliminate career prospects. Businesses have discovered that by establishing a strong online presence, they can stay effective and perhaps become more so. These businesses are able to cut down on new recruitment and even their current sales personnel due to personal selling's high costs and limited reach. On the plus side, websites have been utilised to support and improve sales efforts rather well. As was already said, millions of consumers in the consumer and business-to-business marketplaces now rely mostly on the Web for their information. Website visitors may learn a great deal about the goods and services offered by a business. In exchange, the visitors contribute to a prospect database and serve as a useful source of leads for both internal and external salespeople to pursue. Potential clients may learn more about the company's products, and the selling organisation can more affordably service and qualify prospects.

The Internet may be used to encourage experimentation. Only a small portion of the prospective client base can often be reached by personal sales representatives. Customers may check if an item suits their requirements via trial demonstrations and/or samples provided online and, if it does, request a personal sales call. In these situations, time and money are saved for both sides. The Internet has been utilised by certain businesses to enhance their direct interactions with clients. Customers are given the opportunity to learn more about a company's offerings by doing so by delivering more information in a quicker and more effective way. The likelihood of cross-selling and client retention is increased as a result. As an example, Neoforma.com connects medical supply companies and hospitals with lists of 300,000 medical items and websites covering various product categories.<sup>14</sup> The website has developed into a one-stop shopping destination for those looking for medical supplies. Additionally, by having a website, businesses may speed up how quickly they respond to questions and complaints, enhancing customer service. The Internet and personal selling are intended to be complimentary instruments in an effective IMC programme, working together to boost sales. It seems like more and more businesses are realising this.

### **Internet-based public relations**

The Internet is a helpful tool for carrying out public relations efforts, just like traditional media. Many websites dedicate a part of their material to public relations initiatives, such as the dissemination of details about the business, its charitable endeavours, yearly reports, etc. The public relations sector has been sluggish to adapt the Internet, according to Shel Holtz's book *Public Relations on the Internet*. While the majority of public relations organisations use the Internet mainly as a medium for information dissemination, some of the more traditional ones do not utilise it at all. According to Holtz, the Web presents public relations professionals with a variety of options, such as the creation of media relations websites, the capacity to provide tailored information distribution, and the growth of productive e-mail interactions. Chrysler is one example of the usage of online public relations. Chrysler created a one-stop information hub for the media in collaboration with reporters. The website included press kits, a schedule of forthcoming events, news stories and other types of information, picture images, and cross-references to other sites or media [11], [12].

The site's goal was to strengthen communications with the media, and Chrysler was successful in doing this. Many of the stories published about Chrysler, including its accolades and charitable deeds like its \$10 million contribution to the children of September 11 terrorist attack victims, are also available in the company's newsroom. As you shall see in the chapter on public relations, there are further instances of how to effectively employ public relations operations online. Public relations efforts may be carried out on the Web, and more people are using it for this purpose. At the same time, a lot of charitable and nonprofit organisations have discovered that the Internet is a helpful tool to raise money. Many websites have emerged to carry out the tasks necessary in conventional fund-raising campaigns. Ben & Jerry's, as an example, utilises its website to voice concerns about dioxin and child labour while also demonstrating its support for the Red Cross and other organisations. Other websites have been created to manage public relations initiatives for nonprofits, provide details on the issues the organisation supports, collect donations, and so forth.

### **CONCLUSION**

The emergence of e-commerce has altered how businesses operate by allowing online transactions, individualised advertising, and focused marketing strategies. Interactive media has created new opportunities for brand engagement, allowing businesses to connect with customers and foster brand loyalty by using social media, influencer marketing, and interactive advertising. This summary concludes with an examination of the Internet and interactive media, emphasising their revolutionary influence on user engagement, information transmission, and communication. It emphasises the need of ethical use and regulation while acknowledging the benefits and problems presented by modern technologies. In order to navigate the rapidly changing digital environment and take advantage of its potential for social, economic, and cultural growth, it is essential to comprehend the impact of the Internet and interactive media.

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## USING THE INTERNET FOR DIRECT MARKETING

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### ABSTRACT:

*Direct marketing has undergone a radical transformation because to the internet, which has opened up new possibilities for personalised and targeted contact. The strategies and tactics used while utilising the internet for direct marketing are explored in this abstract, with a focus on important factors and efficient execution techniques for successful campaigns. The benefits of utilising the internet for direct marketing are highlighted in the abstract's first paragraph. It emphasises the internet's broad accessibility and reach, which enables companies to connect with consumers across the world and interact with them via a variety of online channels. The internet also makes it possible to target a specific audience based on their demographics, hobbies, and online behaviours, enabling highly customised and relevant messages. The abstract goes into further detail on the many methods and tactics used in web-based direct marketing. The need of developing a user-friendly and aesthetically attractive website as the focal point for direct marketing initiatives is covered first. A website that has been optimised provides a platform for exhibiting goods and services, gathering consumer data, and enabling online transactions.*

**KEYWORDS:** Advertising, Business, Internet, Marketing, Media.

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### INTRODUCTION

The use of direct-marketing technologies for communications goals and e-commerce will be the two angles from which we will examine direct marketing and the Internet. You will notice that many direct-marketing techniques, such as infomercials, direct mail, and the like, have been modified for use on the Internet. At the same time, e-commerce, or selling to consumers directly online, has grown into a separate business.

#### Postal Service

Internet direct mail is simply a digital version of traditional mail. Similar to ordinary mail, it uses lists extensively, is highly targeted, and aims to communicate with customers who have particular requirements. Customers may choose to have some sorts of e-mail delivered to them and other types not sent, as we covered before under personalisation. For instance, The New York Times may email you details about certain promotions, stories that will appear, books that

are on sale, and other things that you can buy from it if you agree. Users sometimes can also get unsolicited and less targeted emails. These communications are known as SPAM and are considered the electronic equivalent of junk mail. U.S. businesses increased their e-mail advertising spending in 2001 by 87 percent, to \$927 million. The U.S. government has implemented rules governing its usage because to the enormous numbers of SPAM that have been delivered and the fact that many consumers find it annoying. Businesses that rely on catalogues, like Lands' End, have boosted their use of electronic media. Online sales account for 21% of Lands' End's overall sales, making it the store with the most online clothing sales. It's interesting that the business doesn't employ SPAM, unlike a lot of other email marketers.

It only delivers messages to those who have given their consent to receive them, suggesting that junk mailing may not be essential for it to succeed. The business recently ran television advertising to tout the simplicity and effectiveness of utilizing its online catalogue, and it also sent direct mail pieces to clients in its current database to do the same. In response, a lot of e-marketing firms now provide print catalogues to advertise their websites. Studies have proved the usefulness of emails, despite the fact that many customers dislike SPAM and other types of e-mail. According to an Abacus survey, the value of online purchases rose by 47% in 2001, while the value of sales made via offline catalogues stayed the same. The survey found a 7% rise in the number of people who got a catalogue offline before placing an order online[1]–[3].

### **Infomercials**

Yes, even infomercials now use the Internet. Infomercials on the Internet are produced by the same individuals that gave you "Amazing Discoveries" infomercials on television. One such infomercial is produced by the Provo, Utah-based iMall firm, which also offers marketing seminars on how to earn money online. It is anticipated that more businesses would follow. Does this imply that FlowBees will soon be available online?

### **E-Commerce**

E-commerce, or online direct sales, has exploded in popularity. Online expenditure was projected to increase by 23% over 2001 to \$19.6 billion in the fourth quarter. Although internet shopping is becoming more popular, consumer purchases still represent just about a fifth of business-to-business marketers' total revenues. By 2004, it is anticipated that B2B revenues would surpass \$6 trillion.<sup>20</sup> Applied Industrial Technologies, National Semiconductor, and Xerox are just a few business-to-business firms that have prospered in the e-commerce industry. Shop at home channels we indicated in the direct-marketing chapter that QVC has launched iQVC, a web-based version of its home shopping TV channel. There is an online shopping channel for HSN. Buy.com stated in the autumn of 2002 that it will launch a new television shopping channel.

### **Internet Effectiveness Evaluation**

Many of the approaches used by businesses to evaluate the efficacy of the Internet may be completed electronically. You'll notice that some companies provide Internet measures as part of a package, which includes some of the effectiveness measures discussed below as well as audience measurement data that is provided as "up-front" information. We'll start by talking

about some of the metrics used to assess a website's effectiveness. The firms that provide these safeguards will thereafter be covered.

### **Measures of the audience and effectiveness**

You'll find that, despite the fact that the Internet sector has created its own metrics for effectiveness, there are certain drawbacks to these metrics that need to be taken into account when using them. The Internet Advertising Bureau, the largest and most influential trade group, collaborated with eight eminent Web publishers and two technology firms to conduct research on these methods in an effort to address criticism of the audience metrics used as well as to standardise some of the measures used to assess the efficacy of the Internet. After the group's study was finished in 2002, voluntary recommendations were developed in an effort to harmonise the many, incompatible methods used to measure the success of Internet marketing. Five measures were included in the recommendations so that they could be independently audited and verified. Many of those who advertise in traditional media are anticipated to find the Internet to be more appealing with the implementation of these principles and objective audits.

### **DISCUSSION**

he provided metrics do not take into account a widely used technique known as hits, which counts how often a certain website element is requested. One request made by one person or one request made by 100 persons are both considered hits. Hits have often been seen as a poor indicator for communication efficacy. As a result, although some businesses may still monitor hits, many others have given up on it or give it little consideration. A cookie, an electronic device connected to your file that records information about your visits to certain websites, their frequency, the locations of your clicks, and other activities, often gathers information about users in this way. A variety of alternative indicators, including the ones listed below, are now being used in part due to the shortcomings in formerly utilised measures and marketers' demand for more information[4]–[6].

### **Measurements Online**

A joint venture between IntelliQuest and Millward Brown has produced a research platform that uses online measurement to gather data on demographics, psychographics, Web access locations, media consumption, and purchasing patterns. Customers may find out who viewed their advertising, how far they spread, and if their intended audience was really reached. Advertisers may evaluate the effectiveness of their messaging by obtaining a report that breaks down impressions and clicks by day of the week and time of day. Alexa, a little-known service, was purchased by Amazon.com for \$250 million in shares in a different joint venture. The service keeps tabs on which websites are available online, where they are located, and who visits them. As opposed to "cookies," which do not keep track of a user's subsequent Web visits, Alexa goes above and beyond this. Any person who joins up for Alexa has their whole Web browsing history collected. A website's traffic, user satisfaction, and next-step behaviour are all measured and reported. Already, the database is twice as large as the whole collection of printed books at the Library of Congress. Remember and Hold on Ipsos-ASI interviews 20,000 Web users continuously every day to ascertain memory, if viewers remember the advertisements they see, and whether there is a "halo-effect" among commercials.

## Surveys

Survey research is used to learn about anything from site use to sentiments towards a site, and it may be done both online and through conventional techniques. Cookies and surveys are used by Brand Optics to monitor how Internet users react to adverts, emails, and other communications.

## Sales

The quantity of sales produced is, of course, a key metric of performance for e-commerce marketers. The usefulness of this metric may be improved by include data on demographics, user behaviours, and other factors. Tracking More conventional tracking methods are now offered by certain businesses. For instance, Dynamic Logic, Inc. offers data on purchase intent, brand awareness, ad recall, and message association. The aforementioned metrics show that the Internet has its own set of standards for evaluating performance and also incorporates conventional metrics; brand recall is one such classic metric that is increasingly being focused on. A system called Advertising Digital Identification was introduced in 2002 by the Association of Advertising Agencies and the Association of National Advertisers. To make cross-media purchasing easier, Ad-Id provides each piece of advertising across all media a unique media code.

The group aims to create cross-media standards using reach/frequency analyses that take the Internet into account. Many businesses that already provide research material via conventional media are increasingly expanding online. Others have created security protocols exclusively for internet users. Additionally, academics are starting to write essays on evaluating efficacy on the Internet. A sampling of the numerous publications being published in academic journals to promote the measurement of the Internet include studies on users' views towards a site, response variances in email surveys, and parallels between brick-and-mortar shopping and e-commerce. Regrettably, not all techniques used to gauge Internet usage and effectiveness are precise. Some of them are covered under the heading "disadvantages of the Internet" later in this chapter.

## Data Sources for Measurement

There are vast arrays of sources that provide knowledge about the Internet. In order to give you a general idea of the sorts of information accessible, we have included a brief list below. The list is not meant to be comprehensive and the majority of the businesses included are the biggest and/or most quoted sources:

### i. Arbitron

On users of the Internet and other interactive media, Arbitron offers demographic, media consumption, and lifestyle statistics.

### ii. SMRB and MRI

Both of these businesses now provide data on viewing demographics for interactive media, including the Internet. Nielsen provides comparable data.

### iii. The Audit Bureau of Circulations

To validate Web numbers, this print agency is creating a product called WebFacts.

**iv. Bureau of Interactive Advertising**

IAB, a trade association for the internet, offers data on use, statistics, and Internet-related tactics.

**v. E-Marketer**

This business shares comparison information from many research sources and details the various approaches used to generate the forecasts. Additionally, it releases its own forecasts.

**vi. Net Nielsen Ratings**

Through a metre placed on users' computers at home and at work, Nielsen gives audience statistics and analytics based on click-by-click Internet behaviour.

**vii. The Jupiter Media**

Metrics, Inc. Jupiter, PC Metre, and MediaMetrics, three formerly independent businesses, have merged to provide statistics and website analytics, such as information on users, forecasts, trends, and more.

**viii. Fast Company and Business 2.0**

These business-to-business publications cater to those who are interested in the Internet both technologically and commercially, with a focus on the latter.

**ix. Office.com and Internet Advertising Report**

Both of these organisations provide an online newsletter that informs readers on trends, statistics, and other topics relevant to online readers. The latter concentrates on the business sector.

**Benefits and Drawbacks of the Internet**

There are many benefits of the Internet, including:

**i. Targeted advertising**

The ability to target highly specific groups of people with the least amount of waste coverage is a key benefit of the web. The Internet is like a hybrid of a trade magazine and a trade fair for people in the business-to-business sector since only those who are most interested in the products and/or services a site has to offer will visit the site. Sites are getting increasingly specialised to fit a person's requirements and desires in the consumer market via personalisation and other targeted strategies[7]–[9].

**ii. Message customization**

Because of the precision targeting, communications may be created to appeal to the target audience's particular requirements and desires. One-to-one marketing is becoming more successful in both the commercial and consumer sectors because to the interactive capabilities of the Internet.

**iii. Interactive features**

Due to its interactive nature, the Internet offers a significant opportunity to increase consumer participation, happiness, and practically rapid feedback for both customers and sellers. According to a recent survey, up to 47% of Internet users multitask.<sup>24</sup> The interactive features of the Internet will improve its appeal as multitasking becomes more common.

#### **iv. Access to information**

The accessibility of the Internet as a source of knowledge is perhaps its biggest benefit. By using one of the search engines, internet users may access a wealth of information on practically any subject of their choice. Users may learn a lot about product details, prices, purchasing information, and other things when visiting a certain website. 5. The possibility for sales. Links will point them to further more information if that is needed. The figures shown previously in this chapter show just how much money is being made in the consumer and business-to-business markets. The future is expected to see sustained expansion.

#### **v. Creativity**

Sites with a creative design may improve a business's reputation, encourage repeat business, and place the firm or organization favorably in the minds of customers. To understand what we mean, visit any of the above suggested websites.

#### **vi. Exposure**

The World Wide Web gives many smaller businesses with tighter resources access to prospective clients that were previously not feasible. Companies may quickly acquire national and even worldwide visibility for a fraction of the cost that would be necessary via conventional media.

#### **vii. Speed**

The Internet is the easiest way for individuals looking for information to find out about a firm, its goods, and/or its services.

#### **viii. An IMC complement**

Other IMC media both enhance and are enhanced by the Net. This makes it an essential link in the integrative process.

The Internet has certain drawbacks while being a potentially useful medium:

#### **i. Issues with Measurement**

The unreliability of the study statistics produced on the Internet is one of its biggest drawbacks. There is a significant amount of fluctuation in projections, audience profiles, and other information provided by research companies, which results in a fundamental lack of validity and trustworthiness. One of the companies mentioned previously, eMarketer, has made an effort to explain the causes of the inconsistencies and bring about a resolution, but the issue persists. An extensively regarded Internet research organisation was the subject of an exposé by one of the biggest and most cited trade publications in the market, which called the data it provided "scary." Others have emphasised their worries about the lack of auditing of the majority of the site's figures, which may cause widespread cheating with regard to the claimed statistics. The IAB's



recent efforts to standardise measurements will assist to mitigate some of this issue. But it is still crucial to approach cautiously when utilising these data owing to the challenges inherent in measuring and predicting in this medium.

#### **ii. Websnarl**

Sometimes it takes a long time to download information from the internet. When there are numerous users, the time takes longer, and certain websites could become inaccessible from too many visits. This is a significant disadvantage for many customers who want quickness. This issue is being mitigated by broadband.

#### **iii. Clutter**

The probability that one ad will be seen decreases as the quantity of adverts increases. As a consequence, certain advertisements may not be seen and some customers can feel annoyed by the clutter. According to certain research, banner advertising may be less successful due to this very factor.

#### **iv. Possibility of deceit**

The Web has been referred to as "a web of deceit" by the Centre for Media Education in reference to efforts by marketers to target youngsters with covert advertising messages. The government has been urged to control the Internet by groups like The Centre. The Internet is also plagued by a variety of issues, including credit card theft, hackers, and data collecting without users' knowledge or consent.

#### **v. Privacy**

Internet marketers must take care to respect consumers' privacy, just like their direct-marketing competitors. The IAB has published a privacy policy and requests that businesses comply by it.

#### **vi. Poor manufacturing quality**

Net advertising still does not have the production capabilities of many competing media, despite improvements. The Internet still behind certain conventional media in this regard, despite the introduction of cutting-edge technology and rich media that are closing the gap.

#### **vii. Limited reach**

Although Internet users are expanding rapidly, their reach still lags far behind that of television. As a consequence, as was previously said, Internet corporations are now using conventional media to expand their reach and raise awareness. Additionally, studies reveal that just a tiny portion of websites on the Internet are indexed by search engines, and that the top 50 websites comprise 95% of all visits to websites.

#### **viii. Irritation**

Numerous research have shown the annoying elements of certain Web techniques. These studies have shown customers' dissatisfaction with clutter, spam emails, pop-ups, and pop-unders. Visitors to the websites will be discouraged by these annoying features. Overall, there are several very clear benefits that the Internet has over conventional media for marketers. However, this

medium is not a one-stop shop due to its drawbacks and restrictions. However, the Internet is a highly useful tool when used as a part of an IMC programme.

### **Still more Interactive Media**

Even if the Internet has mostly drawn marketers' focus, there are still other interactive media that are available and that may be utilised to supplement an IMC programme. Marketers have employed interactive CD-ROMs, kiosks, and interactive phones to educate their consumers. According to agency executives, the capacity of these media to be connected with conventional marketing initiatives was their most significant feature. Interactive TV is one of the most popular and promising new interactive media. The term "interactive TV," or "iTV," refers to television that enables viewers to engage with both the programme and/or the advertisements. A lot of advertisers are placing their bets on future computer users connecting to the Internet through their televisions. As was already said, multitasking would enable TV viewers to watch an event—for instance, a football game—while accessing player profiles, previous encounters between the teams, and other data without ever leaving the couch or the game. On its college football bowl games, ABC promotes "enhanced TV". Consider another scenario where you are a fan of Rachel's jumper from the television series Friends. Simply move your cursor over Rachel's sweater and click it to bring up a window with details on the sweater's colours, materials, sizes, and price. Then you may ask to view more clothing to go with the jumper. The next step may include asking you to place an order and specifying your preferred delivery options. If you have already placed an order, you are finished as a database has been populated with your information. If not, you will be asked for personal information, including your credit card number, the first time. Without getting up from the sofa or missing a second of TV, you placed your order.

Advertisers may speak with Wink subscribers directly with upgraded advertising, which run for 30 or 60 seconds. Advertisers may ask inquiries, provide samples, request participation in contests, or even make a transaction by clicking on an icon. One Ford advertisement, for instance, that made use of Wink asked viewers whether they would want a Ford Outfitters catalogue. They were had to choose a model and then indicate if they were interested in the two-door, four-door, or sport Track edition if they desired it. Respondents were then issued direct-mail items. A similar advertisement from GlaxoSmithKline allowed viewers to inquire about Imitrex, a medication for migraines. The business's six-month response target was met in only one week. Many marketers predict that iTV will take off quickly in the near future. Others believe it to be a very big corner considering that, despite the technology's long history, the promise of iTV has yet to be realised. Although statistics differ, it is nevertheless true that more than 75% of customers need to be persuaded that they should engage with their TVs. According to a research, 72% of American viewers were uninterested in interactive services.<sup>33</sup> Another survey from 2002 indicated that 94 percent of interactive TV users haven't made any purchases via their TVs, 35 percent aren't interested in doing so, and 40 percent are unable to use the technology. In Europe, where iTV has been embraced more quickly than in the US, these numbers are even higher.

However, several businesses have shown effective interactive campaigns. In March 2002, during the NCAA basketball tournament, Volvo sponsored a two-week interactive television campaign.

Later that year, Volvo sponsored a similar campaign on the Bravo cable television network. The business claimed to have been "surprised" by the volume of enquiries the campaign brought in and thought the campaign had been a great success. To promote its new 4Runner, another automaker, Toyota, will undertake an integrated campaign involving print, TV, outdoor, interactive, and internet advertisements. Toyota will get a database of potential customers as a result of the campaign, which is planned to direct viewers to a gateway website for further information. Although interactive TV seems to be the wave of the future, outcomes to yet have not been as positive as advertisers had anticipated. Two of the concept's test markets turned out to be failures, and big content producers like Walt Disney Company and General Electric have shown less interest in the idea than was anticipated. Since 2000, Microsoft's WebTV has only had modest growth, while OpenTV, despite its expansion, is still quite tiny in scope. We'll have to wait and see whether fans only want to watch TV while they're viewing it.

### Wireless

Wireless communication is a rapidly expanding interactive technology that has marketers' attention. Some businesses are already sending commercials, discounts, and direct-response offers through mobile phones and PDAs, albeit this technology is still in its early stages. In Europe, mobile advertising cost an estimated \$53 million by 2002, and by 2006, it was predicted that the United States will outspend Europe in this area. Global positioning satellite technologies are already incorporated into several apps, modifying the messages provided according on the user's location. Businesses have already started using product placement in games and launching exclusive deals [10]–[12]. Wireless technology is still in its infancy but is now a commonplace medium. You learned about the Internet and interactive media in this chapter. It provided an explanation of some of these media's goals and how to utilize them in an IMC program. Understanding the major phrases used in the sector, the goals pursued while utilising the Internet, and Internet communication tactics were the main topics of discussion. Additionally, the function of the Internet in an IMC program was covered, along with an explanation of how all the components of the IMC program may be utilized with the Internet. It was discussed how the Internet has advantages, such as the capacity to target audiences, interactive features, and connection development. Additionally, drawbacks were examined, including expensive prices, shaky measures and data, and a limited audience. Additionally, sources for Internet measurement data were given.

The most quickly adapted media in our day is the Internet. Both business-to-business and consumer marketers may benefit greatly from it. But unlike what many people think, the Internet is not a standalone medium. Its use in an integrated marketing communications programme improves both the efficiency of the Internet as a whole and the entire programme. The promise of interactive media has not yet been realised. Despite being in its early stages, the medium has not gained the acceptability or use that was anticipated. According to test market feedback, the medium still has to be improved—particularly in terms of content—before being widely accepted. The wireless industry is beginning to expand.

## CONCLUSION

The importance of data analytics and measurement is emphasised throughout the whole abstract. To evaluate the success of their internet-based direct marketing initiatives, marketers must monitor and analyse important data including website traffic, email open rates, click-through rates, and conversions. This data-driven strategy allows ongoing development, targeted enhancements, and wise campaign decision-making. In summary, this a general overview of the methods and techniques used in online direct marketing. It analyses strategies including website optimisation, email marketing, social media interaction, SEO, and content marketing while highlighting the benefits of internet-based direct marketing. Businesses may efficiently contact and interact with their target audience, encourage desired activities, and accomplish their direct marketing goals by using the power of the internet.

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**FUNCTION OF SALES PROMOTION IN AN ORGANIZATION'S  
INTEGRATED MARKETING COMMUNICATIONS****Dr. Vankadari Gupta\***

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**ABSTRACT:**

*Sales promotion is essential to an organization's integrated marketing communications strategy since it increases brand recognition, sales, and client demand. This abstract examines the role of sales promotion within the larger context of integrated marketing communications, emphasising its primary goals, strategies, and advantages for businesses. The first section of the abstract discusses the main goal of sales promotion, which is to persuade consumers to make a purchase or perform a desired activity. A feeling of urgency and additional value created by sales promotion strategies like discounts, coupons, competitions, free samples, and loyalty programmes encourages consumers to interact with the brand and make a purchase. The abstract also examines how sales promotion contributes to revenue growth and transient sales surges. Organisations may attract instant attention, stimulate immediate purchases, and produce immediate outcomes by giving limited-time promotions or exclusive offers. For businesses looking to hit sales goals, get rid of excess inventory, or introduce new items, this feature of sales promotion is very helpful.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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**INTRODUCTION**

Marketers have learned that advertising alone does not always work to get their items off shop shelves and into the hands of customers, as was mentioned in the opening vignette. In order to increase demand, businesses also use sales promotion strategies that are aimed at both customers and the wholesalers and retailers who distribute their goods. The majority of businesses' integrated marketing communications strategies include trade, consumer, and publicity/public relations promotions that are coordinated with sales force operations, advertising, direct marketing, and publicity/public relations initiatives. In the IMC programme of a company, the emphasis of this chapter is on sales promotion. We look at how marketers influence the purchasing decisions of consumers, wholesalers, and retailers by using both consumer- and trade-oriented promotions. We examine the goals of sales promotion initiatives as well as the numerous forms of sales promotion equipment that may be used to both consumer and commercial settings. We also look at potential issues that might occur when marketers rely too heavily on consumer and trade promotions, particularly the latter, and how sales promotion can be linked with other components of the promotional mix[1]–[3].



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### **The Purpose and Function of Sales Promotion**

As you read this chapter, keep in mind a few key points about sales promotion. Sales promotion has been defined as "a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale".

The first component of a sales promotion is an enticement of some kind that offers a greater motivation to purchase. This incentive, which may take the form of a coupon, price cut, chance to participate in a competition or sweepstakes, money-back refund or rebate, or an increased quantity of a product, is often the focal point of a promotional programme. A premium that acts as a reminder of the brand and enhances its image, like the tiny racing car premium offer tied to Tide's NASCAR sponsorship, may also be used as an incentive. Free samples of the product may also be offered in the hopes that they would lead to subsequent purchases. The majority of sales promotion deals aim to improve the value of the offered item or service. Sales promotion appeals more to the wallet and offers an incentive for buying a brand, while advertising appeals to the mind and emotions to give the customer a reason to purchase.

Wholesalers and retailers, for example, who act as marketing intermediates, may also benefit from sales promotion. Retailers are financially motivated to stock and advertise a manufacturer's items when they get a trade allowance or discount. A trade competition aimed at wholesalers or retail employees provides them with added motivation to complete certain duties or achieve sales targets. A second point is that sales promotion is essentially an acceleration tool, created to quicken the selling process and increase sales volume. By offering an additional incentive, sales promotion techniques can encourage customers to buy more of a brand or shorten the purchase cycle of the trade or customers by motivating them to act more quickly. Sales promotion aims to increase sales volume by enticing consumers who have not reacted to advertising. Companies also utilise time-limited incentives, such as price-off promotions to merchants or a voucher with an expiry date. The best sales promotion programme results in sales that couldn't have been made any other way. As we'll see later, many sales promotion deals, while intended to draw in new customers, actually wind up being utilised by a brand's existing customer base.

One further thing to note about sales promotion activities is that they may be directed towards various marketing channel participants. Sales promotions may be divided into two main categories: trade-oriented promotions and consumer-oriented promotions. Consumer-focused sales promotion techniques include sampling, couponing, premiums, giveaways, competitions, rebates, bonus packs, price cuts, frequency plans, and event marketing. Consumers, the ultimate buyers of products and services, are the target audience for these promotions, which aim to persuade them to buy the marketer's brand. Consumer-focused promotions, which are a component of a promotional pull strategy, operate in tandem with advertising to persuade people to buy a specific brand, hence increasing demand for it. Retailers often utilise consumer promotions to get customers to visit their own establishments. To encourage customer traffic, many grocery businesses provide their own discounts or support competitions and other promotions. Dealer contests and incentives, trade allowances, point-of-purchase displays, sales training programmes, trade shows, cooperative advertising, and other initiatives fall under the category of trade-oriented sales promotion. These initiatives are made to encourage distributors

and retailers to stock a product and go above and beyond to promote it to their customers. Since stimulating both trade and consumer groups maximises the impact of the promotional programme, many marketing programmes contain both types of promotions.

### **Increased use of sales promotion**

Although sales promotion has always been an aspect of marketing, its prominence and function in a company's integrated marketing communications programme have grown significantly over the last ten years. Marketers also spend an estimated \$150 billion annually on promotions aimed at retailers and wholesalers, up from \$56 billion in 1991 to around \$100 billion in 2001.4. The majority of companies that utilise sales promotion tools and programmes are still consumer packaged goods companies. However, there is also an increase in sales promotion activities in other areas, such as services, consumer electronics, healthcare, and computer hardware and software[4]–[6].

The amount of money spent on sales promotion has gone up overall, but so has the proportion of marketing expenditures devoted to it. For many years, the main element of most consumer goods businesses' promotional strategies was advertising. Before the 1980s, about half of marketers' promotional budgets went into advertising efforts that aimed to raise or reinforce brand recognition and foster steadfast loyalty. However, by the middle to end of the 1980s, there had been a fundamental shift in how the majority of consumer product businesses were advertising their goods. While spending on media advertising decreased, the fraction of the marketing budget devoted to sales promotion increased significantly. Throughout the 1990s and into the new millennium, expenditure on sales promotion increased at the cost of media advertising. According to current estimates, marketers pay between 60 and 75 percent of their promotional expenditures on media advertising, leaving the remaining funds for sales promotion.

## **DISCUSSION**

By industry and business, different marketing budgets are distributed among consumer promotions, trade promotions, and media advertising. For instance, consumer packaged goods businesses spend approximately 50% of their money on trade marketing, 27% on consumer promotion, and 24% on media advertising. Additionally, a significant portion of the funds that marketers spend on media advertising goes towards advertisements that convey marketing messages about competitions, games, sweepstakes, and rebate offers. According to surveys, marketers spend around 17% of their advertising expenditures on promotional communications. Promotional messages are also utilised to draw attention to adverts that assist create an impression.

### **Motivators behind the Rise in Sales Promotion**

Many marketers were worried about the reallocation of the marketing budget since they still considered media advertising as the main vehicle for creating brands and sales promotion programmes as nothing more than gimmicks that didn't contribute much to brand equity. Most people have realised, nonetheless, that although consumers may like certain goods, they often seek for additional inducements to purchase them. Marketers are aware that in order to work successfully with trade accounts, they often need to provide them extra incentives to stock,

advertise, and take part in their brands' promotional campaigns. The maturation of the promotion sector over the last several decades is a key factor in the growth in expenditure on sales promotion. The discipline and its position in many firms' IMC programmes have grown in complexity and strategic emphasis. In the past, sales promotion experts would be brought in after important strategic branding choices were made. To establish a promotional programme, such as a contest, sweepstakes, voucher, or sample programme, which may result in a temporary spike in sales, promotional agencies were largely seen as tacticians. Sales promotion is now on par with media advertising as a result of the fact that many businesses have integrated promotional professionals into their strategic brand-building team. In addition to their skill in branding and assisting their clients in forging connections with their consumers, promotional agencies have increased their integrated marketing capabilities.

There are a number of other variables that have contributed to the shift in marketing budgets from media advertising to consumer and trade promotions and the rise in prominence of sales promotion. Among these are the expanding influence of retailers, the erosion of customer brand loyalty, the proliferation of brands, the fragmentation of the consumer market, the short-term emphasis of many marketers, the rise in accountability, the clutter, and the falling brand loyalty. The Market's Shifting Power from Manufacturers to Retailers One cause for the rise in sales promotion is the market's shifting power from manufacturers to retailers. Retailers were only passive distributors of national brand items for a long time; makers of such brands had the sway and the power. Manufacturers of consumer goods influenced merchants to carry their items by utilising aggressive advertising and certain consumer-focused incentives like samples, discounts, and premiums to generate customer demand for their brands. In order to get information about the sales success of certain brands, retailers undertook relatively little research and sales analysis and instead depended on producers.

However, a number of changes in recent years have contributed to shift power from the makers to the merchants. Retailers use this data to analyse sales of manufacturers' products and then demand discounts and other promotional support from manufacturers of lagging brands. With the introduction of optical checkout scanners and sophisticated in-store computer systems, retailers gained access to data regarding how quickly products turn over, which sales promotions are working, and which products make money. Companies often have their shelf space lowered or even their goods dropped when they don't cooperate with retailers' requests for increased trade assistance. The consolidation of the grocery store sector, which has produced bigger chains with more influence and purchasing power, is another factor that has enhanced the dominance of merchants. These big chains are used to trade promotions and may compel suppliers to provide offers, rebates, and concessions. Sales promotion is the next stage in the marketing development of private label businesses, and consolidation has also provided huge retailers more money for pushing existing strong private label initiatives. Private label companies are growing their own marketing, including the use of conventional sales promotion tactics, and challenging national brands for retail shelf space in a variety of packaged-goods categories, including groceries, medicines, and health and beauty care goods. Well-marketed private label items are prompting second-tier companies and national brand leaders to create more creative promotional programmes and increase their pricing competition[7]–[9].

Consumers' declining brand loyalty and increased reliance on factors like price, value, and convenience are important contributors to the growth in sales activity. Some customers are always prepared to pay full price for their favourite brand without any kind of promotional offer. However, many customers utilise coupons religiously and/or are trained to search for discounts when they purchase. They could alternate between a group of brands they consider to be fundamentally equivalent. Consumers buy whatever brand is on sale or for which they have a coupon because they all believe these brands to be adequate and interchangeable.

### **Increased Promotional Sensitivity**

Because customers like the incentives that sales promotions provide, marketers are using them more often in their marketing campaigns. Promotion Decisions, Inc. conducted a significant study that followed the purchasing patterns of over 33,000 individuals and how they reacted to both consumer and trade promotions. The findings indicated that 58 percent of the 12 packaged-goods goods under study were bought at full price, compared to 42 percent of the overall unit volume. Consumers loved coupons, as shown by the fact that they accounted for 24% of total purchases. Saving money is a clear factor contributing to customers' greater sensitivity to sales promotion offers. Another factor is that customers, who are becoming more time-conscious and have too many options to choose from, often make purchases at the point of sale. Up to 70% of purchase choices, according to some research, are made in stores, where customers are far more inclined to take advantage of special offers. The issue of having too many options may be resolved by selecting a brand that is on sale or prominently promoted. As explained by Professor Leigh McAlister, this procedure is: Customers visit each product category for 3 to 10 seconds as they go down the supermarket aisle. They often are unaware of the selected product's usual pricing. They are able to tell if a thing is on sale or not, however. They are attempting to thoughtfully fill their baskets with worthwhile items while avoiding tedious computations as they make their way down the aisle. They add it to the basket after finding a "good deal".

### **Brand Proliferation**

The creation of new goods has been a key component of many businesses' marketing strategy during the last ten years. According to the research firm Marketing Intelligence Service, consumer goods companies introduce almost 30,000 new items annually. New businesses have flooded the market, but they often don't provide any noteworthy benefits that may serve as the foundation of an ad campaign. As a result, businesses increasingly rely on sales advertising to persuade customers to test their products. This demonstrates how sales promotion strategies may be used as a step in the consumer shaping process to move them from a free trial to a full-priced recurring purchase. Samples, discounts, rebates, incentives, and other cutting-edge promotional tools are being used increasingly often by marketers to stimulate repeat purchases and encourage trial use of their new goods. Promotions are essential for persuading merchants to give new products part of their limited shelf space. In retailers, there is fierce rivalry for shelf space for new items. Supermarkets often have 30,000 different items. Retailers prefer new brands with robust sales promotion assistance since it will attract more customers, increase sales, and raise profits. To manage a new product, many merchants demand special pricing or leeway from producers. These slotting fees or allowances, which are covered later in the chapter, might increase the cost of a manufacturer's new product launch.

### Consumer Market Fragmentation

As the market for consumer goods gets more fragmented and conventional mass media-based advertising becomes less successful, advertisers are using more specialised, highly targeted strategies. Many businesses are focusing their marketing efforts on certain geographical markets. Through programmes connected with regional flavour, themes, or events, sales promotion tools have emerged as one of the main means of doing this. For instance, fast-food companies and pizza delivery services like Domino's invested a significant portion of their marketing budget on regional partnerships and campaigns intended to increase foot traffic and boost sales in their target markets. Many marketers are also focusing on ethnic markets using sales promotion strategies. For instance, Sears caters to the Hispanic market by holding neighbourhood gatherings in its shops and collaborating with nearby celebrations. Additionally, Sears creates additional campaigns that are exclusively aimed to the Hispanic population. In the "Los Heroes De Mi Vida" contest, for instance, young people of Hispanic descent were encouraged to submit an essay in honour of a person who had made a good impact on their life. A lot of businesses are employing sales promotion methods to target the African-American market, according to Diversity Perspective.

Additionally, marketers are focusing more of their promotional efforts on direct marketing, which often involves a financial incentive for sales promotion. Many marketers create databases for upcoming direct-marketing campaigns using the data they get via premium offers, trackable coupons, rebates, and sweepstakes. Promotional offers will likely be used even more to aid in the database building process as marketers continue to move away from media advertising and towards direct marketing. The technology is currently available to allow marketers to speak with target customers directly and change bulk promotional methods into one-to-one marketing strategies. Focus on the Short Term Many entrepreneurs think that the rise in sales promotion is driven by marketing strategies and incentive structures that are focused on the short term and on generating sales volume right away.

Some believe that marketers' growing reliance on sales promotion is a result of the packaged goods brand management system. Brand managers often employ sales promotions to achieve their quarterly or annual sales and market share targets in addition to launching new items and fending off competitors. The sales staff can also be required to satisfy short-term objectives or goals and face demands for promotions from retailers and wholesalers. Therefore, sales representatives may put pressure on marketing or brand managers to employ promotions to aid in getting the items into the shops of retailers. Many managers believe that consumer and trade promotions especially ones that are price-related are the most predictable approach to produce short-term sales. In established and slow-growing markets, when it is difficult to increase customer demand via advertising, the dependence on sales promotion is especially strong. Because of this, there have been worries that management have become too reliant on the immediate sales boost that might come from a promotion and that too many offers may be eroding the brand's franchise.



### Increased Accountability

Many businesses are demanding to know what they are receiving for their promotional expenditures, in addition to pushing their marketing or brand managers and sales teams to provide immediate results. Results of sales promotion initiatives are often simpler to quantify than those of advertising campaigns. Many businesses need quantitative, transparent methods to link marketing expenses to revenue and profit. For instance, Kraft Foods bases its marketing staff salary on computerised sales data from checkout scanners. The amount of sales a promotion generates in comparison to its expenses determines a portion of the salary managers earn. Price discounts or coupons are often used by managers who are expected to achieve results since they provide an immediate and immediately measurable increase in sales. The impacts of an advertisement are harder to quantify and take longer to manifest. As influential retailers want strong sales results from their brands, marketers are now experiencing pressure from the industry. Retailers can track promotions and the daily outcomes they produce thanks to the real-time data made accessible by computerised checkout scanners.

Manufacturers' dependence on trade and consumer promotions to achieve or preserve competitive advantage is another element that contributed to the rise in sales promotion. It is becoming harder and harder to increase sales via advertising since many product marketplaces are developed and stagnant. It's challenging to come up with innovative, exciting concepts, and customers are paying less attention to mass-media advertising. Many marketers are focusing on sales promotion rather than spending a lot of money on running uninteresting advertisements. Many businesses are creating strategic connections with retailers that encompass both trade and consumer promotional programmes and customising their trade promotions for important retail customers. Account-specific marketing, in which a manufacturer works with a specific retailer to build a personalised campaign that achieves both parties' goals, has been a significant development in recent years. For instance, the marketing company for Coppertone developed a campaign specifically for the "Spot the Dog Scavenger Hunt" based on the image of Little Miss Coppertone losing her puppy at a Wal-Mart. Customers were required to uncover clues hidden around the shop, complete out a game piece, and win prizes as part of the in-store scavenger hunt. The game piece had a \$2 Wal-Mart-specific rebate coupon and advertised Coppertone's rub-free adult and children's spray. During the campaign, Coppertone sales increased by 6% as a consequence of the promotion[10], [11].

Marketers are predicted to spend more than half of their promotion expenses on account-specific marketing in the near future. For big retail clients including supermarket chains, mass merchandisers, and convenience retailers, a number of businesses are creating promotional programmes. A promotional arrangement with one firm may be used by retailers as leverage to negotiate an equal or better bargain with that company's rivals. Consumer and trade promotions are readily imitated by rivals, and many marketers are forced to use promotions indefinitely or risk losing out to their competition.

### Clutter

The clutter that permeates today's media may be cut through with a promotional offer in an advertisement. A contest or sweepstakes, as well as a premium offer, may aid in drawing



customers' attention to an advertisement. According to certain research, print advertisements featuring coupons perform better in terms of reading than those without. Recent research by Starch INRA Hooper, however, indicates that magazine adverts with coupons do not always result in increased reading. Promotional messages are often found in magazine and newspaper advertisements, especially the latter, according to a recent research. Magazine advertisements often included sweepstakes, games, and competitions, but newspaper advertisements tended to focus more on discounts and special deals.

### **Concerns over the Sales Promotion's Increasing Role**

The rising use of sales promotion by makers of consumer products is a result of several causes. Executives in marketing and advertising are worried about how this change in the distribution of the promotional expenditure would impact brand equity. Brand equity, also known as consumer franchise, is an intangible asset of added value or goodwill resulting from customers' positive perceptions, perceptions of distinctiveness, and/or strength of attachment to a brand. Some detractors contend that brand equity is sacrificed in order to expand sales promotions, and that every dollar spent on promotions as opposed to advertising lowers the worth of the brand. Trade promotions, in example, are said to encourage customers to base their purchases solely on price, which they claim damages brand equity and franchises. Advertising proponents contend that in order to distinguish their brands and get a premium price for them, marketers must maintain robust franchises. Advertising, according to some, is still the best approach to develop a brand's long-term franchise since it educates customers of its features and advantages, establishes a brand's image, and fosters and sustains customer loyalty. However, since they divert funds from media advertising to support transient promotions, many marketers are not making investments in their brands. The majority of marketing professionals agree that advertising is crucial in creating and preserving a brand's position and image, which are essential elements of its equity. Many are worried that businesses might lose the equity that media advertising helped develop and be forced to compete solely on the basis of pricing if the trend towards spending more on sales promotion continues at the cost of media advertising. Although a lot of these worries are valid, not all sales promotion efforts reduce the value of a brand. It's critical to differentiate between consumer promotions that establish franchises and those that don't.

### **CONCLUSION**

The assistance that sales promotion provides for other components of the integrated marketing communications mix. To develop a coherent and effective marketing strategy, sales promotions may be successfully incorporated with advertising, public relations, and digital marketing initiatives. Organisations may intensify their marketing efforts and maximise outcomes by coordinating sales promotion strategies with the overall brand message and communication plan. This concludes by emphasising the role that sales promotion plays in an organization's integrated marketing communications strategy. It emphasises its part in boosting brand recognition, boosting sales, building consumer loyalty, and assisting with other marketing communication initiatives. Businesses may increase client involvement, accomplish corporate goals, and boost their competitiveness in the market by using sales promotion efficiently.

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**CONSUMER-ORIENTED SALES PROMOTION TECHNIQUES****Dr. Jayakrishna Herur\***

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**ABSTRACT:**

*By influencing customer behaviour, boosting sales, and cultivating brand loyalty, consumer-focused sales promotion approaches contribute significantly to marketing strategies. The aims, strategies, and advantages for both consumers and companies are highlighted in this abstract's exploration of the numerous consumer-oriented sales promotion approaches. The main goal of consumer-oriented sales promotion strategies is to entice customers to make a purchase, test a product, or perform a desired activity. This is how the abstract starts out. These strategies seek to improve perceived value, create a feeling of urgency, and provide customers concrete advantages or incentives in exchange for their participation. The abstract explores a variety of consumer-focused sales promotion strategies, such as price cuts, coupons, samples, and free trials. It also discusses loyalty programmes, competitions, sweepstakes, and referral schemes. Each tactic's objective and possible effects on customer behaviour are described. The abstract focuses on the advantages of consumer-focused sales marketing strategies for end users. These methods provide chances for cost reduction, product research, and increased value. They provide customers the freedom to choose wisely when making purchases and give them access to goods or services they would not otherwise have thought about.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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**INTRODUCTION**

Consumer franchise-building promotions are sales promotion activities that convey unique brand features and support the creation and reinforcement of brand identity. Consumer sales promotions can't convince consumers to stick with a brand that has low worth or doesn't provide them a particular advantage. However, they may spread awareness of a brand among customers and help to build a positive perception of it by highlighting its unique qualities and advantages. Promotions that increase consumer brand preference are intended to assist businesses accomplish their ultimate aim of full-price sales that are independent of promotional offers. For many years, sales promotion was solely employed to produce temporary boosts in sales, with franchise or image development being seen as the exclusive province of advertising. But nowadays, marketers are paying attention to the CFB value of sales promotion as well as its image-building power. According to surveys, although just around 60% of senior marketing executives think trade promotions may assist, over 90% of them think consumer promotions can. Marketers are aware that the benefits of sales promotion go well beyond temporary solutions like price

reductions. The majority of sales promotion companies understand the value of creating consumer and trade promotions that can support brand equity[1]–[3].

Numerous approaches exist for businesses to employ sales marketing strategies to support the development of franchises. Many businesses are creating frequency programmes that promote recurring purchases and loyal patronage rather than providing a one-time deal. Every time a client uses one of the loyalty programmes offered by many credit cards to charge a transaction, they are awarded bonus points. Then, you may exchange these points for a variety of things. To promote repeat business, the majority of airlines and many hotel businesses offer frequent flyer or guest programmes. In order to foster customer loyalty and promote return visits, several retail establishments have also started implementing frequency programmes. Companies may also utilise sales promotion to support franchise development by creating an offer that is consistent with the brand's image. The Search for 2000 Uses Sweepstakes campaign for WD-40 is an example of a successful consumer brand-building promotion. The WD-40 Company markets its brand as the world's best all-around solution to problems since it cleans, protects, penetrates, lubricates, and removes moisture unlike any other product on the planet. The marketing approach for WD-40 is to constantly highlight all of the many applications for the product. In order to enter for a chance to win different prizes, including WD-40 can radios, T-shirts, baseball hats, and a grand prize of \$10,000 in company stock, participants in the Search for 2000 Uses Sweepstakes were invited to propose their uses for the product. The contest boosted WD-40's reputation as a multifunctional problem solution and encouraged customers to register unique uses on the company's website.

Franchise-building campaigns are not intended to hasten the decision-making process or boost sales right now. These actions do not help to create a brand's identity and image since they do not convey information about a brand's distinctive qualities or the advantages of utilising it. Examples of non-FB sales marketing strategies include price-off offers, incentive packages, and rebates or refunds. For good reason, trade promotions get the greatest criticism for lacking brand development. First off, many of the trade-only promotional reductions and allowances are never passed on to customers. The majority of trade promotions that are distributed via the channels result in reduced pricing or exclusive discounts for consumers, encouraging people to choose products based on price rather than brand equity. The use of sales promotion tools by marketers to establish a franchise and ensure long-term continuity in their promotional programmes is stressed by many professionals in the field of promotions. Well-planned CFB activities may turn consumers into devoted customers, as opposed to non-FB promotions that only borrow clients from rival businesses. Short-term non-FB marketing have a role in a company's promotional mix, especially when market conditions need it. However, when a long-term marketing plan for a brand is created, its limitations must be acknowledged.

### **Dedicated to the Customer Sales Promotion**

The many sales promotion methods and techniques that marketers might use to sway customers are covered in this section.

### **Consumer-focused sales promotion's goals**

Companies must think carefully about their consumer promotions' goals and how they work with other promotional strategies like advertising, direct marketing, and personal selling as the usage of sales promotion strategies rises. Marketers often accomplish nothing more than produce short-term spikes in the sales curve when they conduct sales promotion programs without taking into account their long-term cumulative influence on the brand's image and position in the market. Activities for sales promotion don't all have the same goals in mind. The same as with any other component of the promotional mix, marketers must plan consumer promotions by conducting a scenario analysis and identifying the precise function of sales promotion within the overall integrated marketing communications strategy. They must choose who it should be directed at and what the promotion is meant to achieve. Managers are forced to look beyond the temporary boost to sales by having clearly defined objectives and quantifiable targets [4]–[6].

### **DISCUSSION**

While inducing brand purchases is the primary objective of the majority of consumer-oriented sales promotion programs, marketers may have a variety of other goals for both new and established brands, such as obtaining trial and repurchase, increasing consumption of an established brand, defending current customers, focusing on a particular market segment, or enhancing advertising and marketing efforts.

#### **Trial and Repurchase Obtaining**

To persuade customers to try a new product or service is one of the most crucial applications of sales marketing strategies. Even though there are hundreds of new items released to the market each year, up to 90% of them fail within the first year. Many of these failures occur as a result of the new product or brand lacking the necessary promotional assistance to stimulate initial testing by a sufficient number of customers or to persuade a sufficient number of those consumers to repurchase the brand. Advertising alone cannot encourage experimentation since many new brands are just improved copies of already existing products that provide no special advantages. Sales promotion tools have grown to be a crucial component of new brand introduction tactics; using methods like sampling, couponing, and refund incentives, the amount of first trial may be raised. In addition to receiving first trial, a new brand's success also relies on convincing a sizable portion of those who test it to buy it and create regular purchasing behaviors. To promote repeat purchases after a trial period, promotional incentives like discounts or refund offers are sometimes included with samples. For instance, Lever Brothers sent millions of free samples and a 75-cent voucher when it launched its Lever 2000 brand of bar soap. The new soap could be sampled by customers, and a voucher offered an incentive to buy it.

**Increasing the Use of a Well-Known Brand** Many marketing managers are in charge of well-known companies that compete in mature marketplaces against well-known rivals, where customer buying habits are often well-established. Due to cumulative advertising impacts, brand awareness is often strong, and many customers have presumably tried the product. These elements may put the brand manager in a difficult predicament. An established business may use sales promotion to attract new customers and boost sales while defending its market share from rivals. Sales promotion may be a key component in any strategy used by marketers to boost sales



for a well-known brand. Finding new applications for the brand is one method to boost product usage. This is often accomplished utilising sales marketing products like recipe books or calendars that display many ways to use the product.

Utilising promotions to draw in consumers who do not utilise the product category or a rival brand is another tactic for boosting sales of a well-known brand. It may be particularly challenging to draw in nonusers of the product category since some customers could not perceive a need for the product. Sales promotions might entice nonusers by giving them an additional reason to try the product, but luring customers from a competitor brand is a more typical tactic for boosting an established company's sales. Giving customers a reason to switch, such as a coupon, premium offer, bonus pack, or price reduction, may accomplish this. Through sample or other kinds of promotional programmes, marketers may also persuade customers of a rival brand to try their product. The Pepsi Challenge was one of the best campaigns ever utilised to draw customers away from a rival brand. In this campaign, Pepsi engaged in a brutal comparison marketing with Coca-Cola, the market leader, and pushed people to sample the two products in blind taste tests. As part of a fully integrated promotional programme, the Pepsi Challenge campaign comprised local and national advertising, couponing, and trade assistance. The campaign, which ran from 1975 until the beginning of the 1980s, had a significant role in Pepsi overtaking Coke as the market share leader in grocery sales. Coke responded by launching a number of counterattacks, including the contentious choice to modify its recipe and introduce New Coke in 1986. In an effort to entice a new generation of brand hoppers, Pepsi brought the marketing back in 2000. In more than 30 places, taste tests comparing Pepsi and Pepsi ONE with Coca-Cola products were done. In this most recent challenge, a cross-promotion was also incorporated in an effort to further interest young customers in Pepsi goods. Customers that participated in the Pepsi Challenge had their photographs taken and uploaded on [pepsi.com](http://pepsi.com), increasing traffic and publicity to Pepsi's website.

### **Defending Existing Clients**

Many businesses are resorting to sales promotion programmes to keep current consumers and protect their market share as more new brands join the market every day and rivals try to steal their clients via aggressive advertising and sales promotion initiatives. There are various methods a business may employ sales marketing strategies to keep its present clientele. One approach is to fill them up with the goods and remove them from the market for a while. Special price reductions, discounts, or extra packs may entice customers to purchase large quantities of the brand. This not only prevents customers from switching to a competitor's brand in reaction to a competitor's offer, but it also keeps them utilising the company's brand [7]–[9].

### **Choosing a Focused Market Segment**

The majority of businesses concentrate their marketing efforts on certain market groups and are always seeking for new methods to connect with their target markets. The use of sales promotion techniques like contests and sweepstakes, events, discounts, and samplings to target certain geographic, demographic, psychographic, and ethnic customers is becoming more popular among marketers. Programmes for sales promotion may also be tailored to certain user-status categories, such nonusers or light vs heavy users. Contests are becoming a common sales



marketing strategy for focusing on certain market groups. For instance, the fourth-largest poultry producer in the US, Perdue Farms, Inc., created a contest to promote its Fun Shapes brand of breaded chicken nuggets among its primary market of women between the ages of 25 and 49 and its secondary market of children between the ages of 2 and 12. The Fun Shapes range consists of a variety of distinctively shaped nuggets with designs inspired by sports and themes including basketball, baseball, tic-tac-toe, dinosaurs, and space.

Its advertising company, DVC, created a competition called the Perdue "Masterpieces in Chicken" that asked kids to create the nugget form that Perdue should add to its assortment of amusing shapes. The grand-prize winner was named "Artist of the Year" and awarded tickets to Euro-Disney in addition to an all-expenses paid family vacation to Paris for a guided tour of the Louvre. Perdue also created a form based on the winning entry, which it added to its queue in 2000. In the weeks leading up to and after the campaign, sales volume climbed by 10% and the contest got thousands of entries. Building Brand Equity and Improving Integrated Marketing Communications Enhancing or supporting an organization's overall marketing communications strategy is an ultimate goal of consumer-focused promotions. Advertising has always been used to develop brand equity and image. To bring attention to an advertisement, boost engagement with the message and product/service, and foster connections with customers, sales promotion strategies including competitions, sweepstakes, and premium offers are often used. For instance, one of Perdue Farms' "Masterpiece in Chicken" campaign's goals was to boost customer engagement by getting people to engage with the brand. By creating a contest that moms and children could enjoy, the advertising helped build brand equity.

## Techniques for Consumer-Oriented Sales Promotion

### Sampling

Marketers use a variety of sales promotion strategies to achieve the aforementioned goals. The utilisation of these consumer advertisements by packaged goods industries. A sample is a small amount of a product that is provided to customers without charge in order to encourage testing. Although sampling is typically thought to be the most costly method of producing trials, it is also the most successful. Sampling is often used as a sales promotion strategy to launch a new brand or product on the market. But sampling is also utilised for established items. Some businesses choose not to employ sampling for well-known products because they believe that existing consumers would purchase the product regardless of the sample's presence among pleased users of a competitor brand. When a brand undergoes significant changes, this could no longer be the case. Manufacturers of packaged goods, including those that produce food, cosmetics, health care products, and toiletries, often utilise sampling because their goods satisfy the three requirements for a successful programme:

1. Since the unit value of the items is relatively modest, samples are not too expensive.
2. The items are divisible, which allows for the creation of tiny sample sizes that are suitable for outlining to the user the characteristics and advantages of the brand.
3. Because the buying cycle is relatively short, the buyer is more likely to make an instant purchase or remember the brand before the next opportunity to make a purchase.

### **Advantages and Drawbacks of Sampling**

Samples are a great approach to encourage trial since they provide customers a risk-free chance to check out new goods. According to a significant survey by the Promotion Marketing Association from 2002, the great majority of customers who get samples either utilise them immediately away or keep them for a later time. Compared to advertising or other sales promotion strategies, sampling yields much greater trial rates. The second advantage of sampling is that it encourages individuals to try the product, which increases their understanding of its advantages. This might be crucial when it's difficult to accurately convey a product's qualities and advantages via advertising. Numerous meals, drinks, and cosmetics have subtle characteristics that are best appreciated when personally experienced. In the PMA study, over 70% of participants said they had bought a product they wouldn't otherwise use after sampling a free sample. The survey also discovered that samples that come with coupons are much more likely to result in purchases.

Samples are a good approach to encourage testing, but for a programme to be beneficial, the brand must provide some special or greater advantages. If not, the sampled customers go to other brands and stop making repeat purchases. The expenditures of a sample programme may only be recouped if it encourages a significant percentage of consumers to purchase the brand regularly at full retail price. Another potential drawback of sampling is that certain goods' advantages are difficult to assess right away, and the customer may need to be given more of a brand than they can reasonably buy during the learning time necessary to appreciate it. An example would be a pricey skin cream that is advertised as preventing or minimising wrinkles but that requires regular usage before any results can be observed.

### **Sampling Techniques**

The distribution of the sample is a fundamental choice that the sales promotion or brand manager must make. The sampling technique used is significant in terms of expenses as well as the sort of consumer who gets the sample. The ideal sampling technique provides the goods to the best potential customers who will try it out and then repurchase it. Direct mail, in-store, on-package, and door-to-door distribution are a few fundamental distribution strategies. When it is crucial to control where the sample is delivered, door-to-door sampling, in which the product is delivered directly to the prospect's home, is utilised. Due to labour expenses, this distribution strategy is quite costly, but if the marketer has information that helps define the target market and/or if the prospects are situated in a well-defined geographic region, it may be cost-effective. Some businesses include samples with newspapers and have them delivered right to customers' homes. A popular method for sending samples to a large audience is using Sunday publications. With just a tiny increase in expenses to advertisers, some newspapers may now deliver a sample to a subscriber subset of as little as 250 houses. Many newspapers provide out samples in the form of polybags, which are plastic bags that double as paper covers and convey marketing messages[10]–[12].

It's normal practise to send samples of tiny, lightweight, nonperishable items via the mail. This approach has the significant benefit that the marketer may target the sample to certain market locations and decide where and when the product will be delivered. To more effectively target

their sample mailings, many marketers use data from geodemographic target marketing programmes like Claritas' Prizm or Microvision. Postal limitations and rising postal costs are the primary problems of mail sampling. In-store sampling is becoming more and more common, particularly for food goods. The marketer engages contract demonstrators to erect a table or booth, produce little versions of the product, and distribute them to customers. Since customers may taste the product while receiving additional product information from the demonstration, the in-store sampling strategy can be particularly beneficial for food goods. To promote a quick trial buy, demonstrators may also offer customers a cent-off voucher for the product they just tried. Even while this sample technique has a high potential for effectiveness, it may also be costly, demand extensive planning, and need the participation of shops.

Another typical sampling technique is on-package sampling, in which a sample of a product is connected to another item. This process may be highly economical, especially for multiproduct companies who affix a sample of a new product to the packaging of an already established brand. The sample will not be available to non-users of the carrier brand as it is only given out to customers who buy the product to which it is tied. By affixing the sample to several carrier brands and incorporating samples with goods not produced by their firm, marketers may broaden the scope of this sampling technique. One of the fastest-growing and most well-liked methods of sample distribution is event sampling. Instead than giving customers a few samples of food or drink or a trial amount of a packaged commodity, many marketers now use sampling programs that are a part of integrated marketing campaigns that include events, media tie-ins, and other activities. Event sampling is permitted both inside and outside of retail establishments, including concerts, athletic events, and other locations.

### **Other Sampling Techniques**

Although the above mentioned four sample techniques are the most popular, additional techniques are frequently used. In magazines or newspapers, marketers could place packages. Customers who phone toll-free lines or submit sample request forms to some cigarette and cereal firms get samples. These sampling techniques are gaining popularity because they may assist marketers in creating a data base for direct marketing. Additionally, a lot of businesses employ specialized sample distribution services like Advo Inc. and D. L. Blair. These businesses assist the business in identifying customers who don't use the product or who use a competitive brand so that the company may create the best procedures for offering them a sample. A lot of college students get sample packets at the start of the semester that include sample amounts of things like deodorant, mouthwash, toothpaste, and headache medications. Another method that businesses allow customers to sample their goods is over the internet, which also adds a whole new level of targeting by allowing customers to choose the samples they desire. Over a million people have signed up for Catalina Marketing's ValuPage.com sampling and distribution program. The Site Link Plus program from The Sunflower Group provides businesses with a fulfilment service for samples, discounts, and prizes from their brand or corporate websites. Using the service, marketers may more successfully target their samples and other promotional offers to customers based on their brand loyalty, product consumption, and lifestyles.

**CONCLUSION**

Consumers may immediately save money via discounts and price cuts, which encourages quick purchases. To experience a product or service at a discounted price, coupons and vouchers provide observable incentives. Free trials and samples provide customers the chance to use a product directly, building familiarity and trust. The summary is concluded by highlighting how crucial it is to apply consumer-focused sales promotion strategies with careful preparation, meticulous execution, and clear communication. It emphasizes how important it is for firms to match their target market, brand image, and overall marketing goals with these strategies. Businesses may increase customer involvement, foster brand loyalty, and accomplish their marketing objectives by properly using consumer-focused sales promotion strategies.

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## ANALYSIS OF COUPONING

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### ABSTRACT:

*Couponing is a well-liked promotional tactic that companies employ to entice customers, boost sales, and strengthen client loyalty. These abstract analyses the efficacy, advantages, drawbacks, and effects of couponing on consumer behaviour and corporate performance. The introduction opens by describing how coupons are often used as a marketing technique. Coupons provide customers with an instant incentive to spend less money by offering discounts or special offers on goods or services. The research looks at how well coupons work to boost sales, bring in new consumers, and influence consumer buying behaviour. The abstract explores the advantages of using coupons for both consumers and companies. Consumers may stretch their budgets and experiment with new goods and services because to the practical value and financial savings that coupons provide. As customers see coupons as unique discounts or limited-time offerings, they also promote excitement. Coupons for companies may increase brand loyalty, bring in new clients, and spur repeat business. They function as a quantifiable and traceable promotional tool, enabling firms to gauge the ROI and the efficacy of their marketing initiatives. The abstract also discusses the difficulties that come with using coupons. To ensure that their coupon promotions are in line with their overall marketing goals, target the appropriate demographic, and prevent devaluing their brand, businesses must carefully plan and implement them. Businesses must strike a balance between the requirement to manage expenses and preserve profitability and the desire to boost sales. This makes managing coupon redemption and avoiding abuse or misuse difficult.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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### INTRODUCTION

In recent years, several businesses reduced the amount of sampling they did because they believed it was too costly, unproductive, and rife with distribution issues. However, a number of variables have lately caused a comeback in sampling. First, major corporations have joined the sample market, increased competition and assisting in containing sampling costs. Additionally, a fusion of technology and creativity is fueling new sampling techniques that enable marketers to target customers more effectively. The common low pricing tactics that have led businesses like Procter & Gamble to abandon discounts and other price promotions in favour of samples might be yet another contributing cause. The complimentary objectives of exposing customers to their



goods and enlisting retailers' assistance for their promotional initiatives are both achieved, according to many marketers, via sampling[1]–[3].

### **Coupons**

The cents-off coupon is the most traditional, popular, and efficient sales marketing technique. Since 1895, when the C. W. Post Co. first used a penny-off coupon to market their brand-new Grape-Nuts cereal, there have been coupons. Consumers have become more used to using coupons in recent years, which may account for the manufacturers and merchants that utilise them as incentives for sales promotions seeing such rapid development. Coupons are the most often employed sales promotion strategy, since they are used by almost all packaged products companies. Over the last 30 years, the circulation of coupons increased significantly. Consumer packaged goods marketers sent out 310 billion coupons at their peak in 1994, up from 16 billion in 1968. The distribution of coupons has been falling since 1994, reaching a low of 239 billion in 2001. Nearly 80% of American customers use coupons, and nearly 25% say they always use them when they purchase, according to NCH Promotional Services, a business that studies coupon distribution and redemption habits. In 1981, coupons had an average face value of 21 cents; in 2001, it was 83 cents. The 4 billion coupons that were redeemed in 2001 had an average face value of 74 cents. The enormous number of coupons given via shops that are not even included in these numbers has added gasoline to the coupon boom over the last several decades. Many grocery shops in most regions double the face value of manufacturer's coupons to further entice customers.

### **Benefits and Drawbacks of Coupons**

Coupons are a common sales marketing technique for both new and existing companies because of their many benefits. First off, using coupons enables retailers to offer price reductions to just price-sensitive consumers. While others who are less worried about pricing buy the brand at full price, these customers often purchase because of coupons. Coupons can allow for the reduction of a product's suggested retail price without requiring the participation of merchants, which is sometimes problematic. Coupons are often considered as the second-best promotional strategy for encouraging experimentation, just behind sample. A coupon decreases a product's price, which lessens the perceived risk for the buyer when trying a new brand. After an initial trial, coupons may stimulate repurchasing. To promote repeat purchases, many new items come with a cents-off coupon inside the packaging.

Coupons may be effective marketing tools for well-known brands. They may persuade those who have never tried a brand to do so, urge existing customers to make further purchases, and persuade customers to try a brand's latest iteration. Coupons may also be used to persuade consumers to switch to more costly brands of a product. Disposable diapers are the product category with the highest coupon use rates, followed by cereal, detergent, and deodorant. Gum, candy, and carbonated drinks are some of the product categories with the lowest coupon use rates. However, there are a few issues with coupons. First off, predicting how many customers will utilise a discount and when may be challenging. It normally takes two to six months to redeem a coupon; responses to them are seldom quick. Inman and McAlister observed that many coupons are used soon before they expire rather than during the time after the first distribution of

the coupons in their research of coupon redemption trends.<sup>29</sup> By reducing the amount of time left before expiry, many marketers want to speed up redemption. For food goods, the average period from the issuance date to the expiry date of coupons in 2001 was 3.2 months. Coupons are still less successful than sampling, however, in getting people to try a product for the first time quickly.

One issue with utilizing coupons to bring in new customers to an established business is that it might be difficult to stop existing customers from using the coupons. For instance, General Foods reduced their usage of discounts for Maxwell House coffee after discovering via research that the coupons were mostly being used by existing customers. Coupons may end in decreasing the company's profit margins among customers who would have bought the goods otherwise, as opposed to bringing in new customers. Low coupon redemption rates and hefty expenses are other issues. The face amount of the redeemed coupon plus expenditures for the creation, distribution, and processing of the coupons make up the cost of the couponing program. Using an FSI from the Sunday newspaper and a coupon with an average face value of 74 cents, the calculations needed to calculate the expenses of a couponing program. These numbers demonstrate that a couponing programme may be highly expensive. Durk Jager, a former chairman of Procter & Gamble, has maintained that coupons are very ineffective and led attempts to limit the company's usage of them in the late 1990s. He argues that moving a case of merchandise with coupons might cost as much as \$50 but only result in a gross profit of \$10 to \$12.30. To make sure that using coupons is financially viable, marketers should check coupon expenditures extremely closely [4]–[6].

Misredemption, or the practise of using a coupon to buy a product without having really bought it, is another issue with coupon campaigns. There are many ways that coupons are misused or used fraudulently, such as: Redemption of coupons by customers for a product or size that is not listed on the coupon; Redemption of coupons by sales clerks in return for cash. The collection and redemption of coupons by business owners or managers without a concurrent product sale. The gathering or printing of coupons by criminals, who then sell them to dishonest retailers for redemption. Costs associated with coupon misredemption are estimated to reach \$500 million. Many manufacturers are steadfast in their decision to refuse to pay merchants for disputed sums or dubious sorts of coupon submissions. Some businesses, nevertheless, are less aggressive, which has an impact on their profit margins. When assessing the expenditures of a couponing programme, marketers must account for a certain proportion of misredemptions. Improved coding is one method being developed to identify and prevent coupon misredemption, although the issue still exists.

### **Spreading Coupons**

Consumers may get coupons through a variety of channels, such as freestanding inserts in Sunday newspapers, direct mail, newsprint, magazines, and packaged goods. With 84 percent of all coupons delivered in 2001 going via newspaper freestanding inserts, this is by far the most common way to send coupons to customers. This expansion has come at the price of things like magazine advertisements, newspaper co-op ads, and manufacturer ads. FSIs are the most often used method of distributing coupons for a variety of reasons, including their premium four-color graphics, affordable distribution costs, nationwide same-day circulation, market selectivity, and

the potential for lack of competition owing to category exclusivity. The cost of a full-page FSI is presently between \$6 and \$7 per thousand, making FSI promotions incredibly cost-effective and effective. Coupons provided in FSIs are also a key selling point for the retail sector due to their consumer appeal and reliable distribution.

However, the growing distribution of coupons through FSIs has created a clutter issue. Although each FSI publisher provides product exclusivity in its insert, the overabundance of coupons that consumers are subjected to makes this benefit potentially moot when there are three inserts in a Sunday newspaper. The percentage of FSI coupons that are actually redeemed has dropped from 4% to only 1.3% and even lower for specific goods. Many marketers are looking at delivery methods for coupons that will reduce clutter and increase redemption rates, such direct mail, as a consequence of these issues. About 2.1 percent of the coupons offered are sent by direct mail. Most are distributed through neighborhood shops or by co-op mailings, which include sending a home a package of coupons for a variety of goods. These couponing initiatives include Red Letter Day from Metro Mail, Super Coups from Advo System, and Valpak from Cox Target Media.

## DISCUSSION

The use of direct mail coupons provides a number of benefits. The mailing may be sent to a wide audience or it can be directed at a particular geographic or demographic market, such as youth, seniors, Hispanics, or other market groups. Companies that send their own coupons might be quite picky about who they provide them to. A redemption rate of over 3%, far greater than for FSIs, is a key benefit of direct-mail couponing. A sample may be included with direct-mail coupons, making it a particularly powerful tool for attracting customers. The cost in comparison to other distribution techniques is the main drawback of direct mail coupon delivery. Coupon distribution via co-op mailings costs between \$10 and \$15 per thousand, while more focused campaigns might run as high as \$20 or \$25 per thousand. Additionally, the fact that many receivers are already customers of the brand and utilise the coupons provided right to them may contribute to the greater redemption rate of coupons distributed by mail. Since the advent of FSIs, the usage of newspapers and magazines as couponing vehicles has dramatically decreased. Only 1.3% of coupons were distributed via newspapers in 2001. Newspapers are a good medium for couponing because of their market selectivity, shorter lead periods with day-of timing, cooperative advertising options that may result in cost savings, and retail promotion ties-ins. The extensive exposure and consumer responsiveness of newspaper-delivered coupons are additional benefits. A lot of readers actively look for coupons in the newspaper, especially on Sundays or "food day." This increases the chance that the customer will at least notice the coupon. Low redemption rates are caused by issues with newspapers as couponing vehicles, such as greater distribution costs, subpar reproduction quality, clutter, and decreased newspaper reading [7], [8].

Since the introduction of FSIs, the usage of magazines as a couponing medium has likewise rapidly decreased. Only around 2% of the total number of coupons provided annually are currently found in magazines. The distribution of coupons via magazines may benefit from the publication's selectivity to reach certain target audiences, as well as from improved production capabilities and prolonged copy life in the house. The cost of sending coupons via periodicals is quite expensive, and the percentage of redemption is low. About 3% of the coupons delivered in

2001 were distributed via inserting coupons either inside or on the exterior of the packaging. In comparison to other couponing strategies, the in/on-package coupon has almost zero distribution costs and a substantially higher redeployment rate, typically between 3 and almost 14 percent. A bounce-back coupon is an in-package or on-pack coupon that may be used for the next purchase of the same brand. This kind of offer encourages customers to buy the brand again. To encourage consumers to buy the product after trying it, bounce-back coupons are often utilized with product samples. They could be included in or on the packaging in the early stages of a brand's life cycle to promote repeat purchases, or they might be a defensive move for an established brand that is under pressure from the competition and wants to keep its present customers. The biggest drawback of bounce-back coupons is that they only reach brand consumers and do not thus appeal to nonusers. Cross-ruff coupons are a further form of in/on-pack coupon that may be redeemed for a different product, often one created by the same brand but sometimes via a tie-in with another manufacturer. Cross-ruff coupons might be useful in persuading customers to try other products or brands as they have a 4 to 8% redemption rate. These coupons are often used by businesses with broad product offerings, such cereal producers.

The instant coupon is yet another kind of package coupon; it is affixed to the exterior of the box so that the customer may pull it off and use it right away at the moment of purchase. Of all coupon formats, instant coupons had the greatest percentages of redemption, averaging around 18% for groceries and rising to over 40% for health and beauty goods. Instant cross-ruff coupons have a substantially lower redemption rate, which hovers around 5% on average. Instant coupons may be strategically positioned in terms of promotion time and market location to provide customers with an instant point-of-purchase reward. Instant coupons are preferred by certain businesses over price-off promotions since the latter call for more retailer participation and may be more costly because each product must have its price cut. In-store couponing, which encompasses all co-op couponing programmes distributed in a retail shop setting, is another distribution strategy that has seen significant development over the last 10 years or more. Around 8% of all coupons are currently distributed via this channel. Customers may get coupons in-store in a variety of methods, such as tear-off pads, handouts, on-shelf dispensers, and electronic dispensers.

### **Act Media's Instant**

Coupon Machine is the primary method of distributing coupons to retailers. This coupon dispenser is fixed to the shelf directly in front of the advertised goods. To alert customers to the chance to save money, it contains flashing red lights. These in-store coupons offer the following benefits: They may contact customers when they are prepared to buy, raise brand recognition on the shelf, boost product testing, and trigger impulsive purchasing. They also provide exclusivity by category. The necessity for customers to clip coupons from FSIs or print advertisements and then remember to bring them to the shop is eliminated by in-store couponing. The Instant Coupon Machine has unusually high redemption rates for its coupons, which range from 6 to 8 percent on average.

Distributing in-store coupons electronically, such as at checkout counters or kiosks, is another well-liked method. Some coupons that are sent electronically are linked to scanner data at each grocery store checkout, such the Checkout Coupon from Catalina Marketing Corp. The customer

gets a voucher for the company's brand at the checkout when the specified product, such as a rival brand, is bought. Businesses also connect similar product purchases using this technique. For instance, a voucher for a decaffeinated coffee may be given to a customer who buys a caffeine-free cola. Electronically distributed checkout discounts provide a number of benefits, including cost effectiveness and the ability to target certain customer groups, such as users of rival or complimentary items. Marketers aim to target their coupons to consumers of competing brands since 65 to 85% of a manufacturer's coupons are utilized by existing customers. Electronically sent coupons have high redemption rates as well, with an average of 5 to 7 percent.

### **Voucher Trends**

The quantity of vouchers provided has decreased by over 20% during the last four years. Although approximately 3,000 coupons are still sent to the typical American home each year, several marketers have reduced their use of coupons due to concerns about their costs and efficacy. Coupons, according to its detractors, don't provide enough value to customers and are too expensive to print, distribute, and handle. Less than 2% of the 239 billion coupons sent to consumers in 2001 were actually used. Durk Jager, a former CEO of Procter & Gamble, mirrored the view of many consumer goods businesses when he asked, "Who can argue for a practise that fails 98 percent of the time?" Few businesses, including Procter & Gamble, are going to completely give up on coupons despite the rising belief among top marketers that they are ineffective and expensive. Consumers have grown to anticipate coupons even if the majority of them are never utilized. Nearly a quarter of shoppers, or more than 80% of customers, claim they utilise coupons every time they go shopping. Marketers will continue to satisfy customers who are so hungry for coupons. However, businesses and the coupon sector are always seeking for methods to make coupons more effective.

More successful couponing techniques are always being sought after by marketers. Brand-specific coupons were replaced with all-purpose coupons valid for any of General Mills, Kellogg, and Post's cereal brands. For instance, Post started utilising universal coupons worth \$1.50 off two boxes and reduced coupon distribution in half to make its couponing budget more effective. Redeem rates hit 6%, greatly above the FSI average of less than 2%, despite Post dropping just half as many coupons. Account-specific direct mail couponing, in which coupons are cobranded with certain merchants but may be used by consumers at any retail shop, is becoming more widely employed by some marketers. With Tide detergent, Procter & Gamble first used account-specific couponing, and it has since expanded the programme to include mailings for a number of other products.

Some marketers and merchants are considering using the internet to distribute coupons. Online couponing services are currently provided by several businesses. Valupage.com was created by Catalina Marketing as a tool for advertisers to engage customers at home with special offers that are often only available in-store, like coupons. The website allows users to log in, enter their Zip code, choose from a list of nearby grocery shops that are participating, and download manufacturer- and retailer-sponsored discounts. A lot of companies, in particular supermarkets, are distributing coupons through the Internet to entice customers to purchase at their establishments. Through Valpak.com, Cox Target Media now gives customers the option to



obtain coupons online. Customers may access the same discounts and offers that are accessible on the website that are included in the Val-pak direct-mail envelope.

### **Premiums**

Numerous marketers use premiums as a tool for sales promotion. A premium is a deal that provides customers with a product or service for free or at a reduced cost as an added incentive. For value-added premiums that reflect the quality of the product and are consistent with its brand and placement in the market, many marketers are doing away with toys and gimmicks. Over \$4 billion is spent annually by marketers on value-added premium incentives aimed at the consumer market. The free premium and the self-liquidating premium are the two fundamental varieties of offers[9], [10].

### **No cost premiums**

Free premiums often take the form of modest gifts or products that are provided to customers who mail in a request and a receipt for their purchase. Toys, balls, trading cards, and other objects found in cereal packaging as well as free samples of one product found with another are examples of in- or on-package free premiums. In/on-package premiums are the customers' preferred form of marketing, according to surveys. High impulsive value package-carried premiums might act as an additional incentive to purchase the goods. However, using them may lead to a number of issues. The first consideration is the price, which is influenced by both the premium itself and any additional packaging that could be required. Particularly for adult markets, it may be challenging to find acceptable premiums at fair prices, and utilising a subpar premium may have the opposite effect.

Possible limits on the sort of premiums utilised from regulatory organisations like the Federal Trade Commission and the Food and Drug Administration or from industry rules are another issue with these premiums. Advertising premium offers to youngsters is subject to tight regulations set out by the National Association of Broadcasters. Premium offers are feared to persuade kids to ask for a brand to receive the offered item but never use the goods. According to network rules, a premium offer cannot last more than 15 seconds in a 30-second advertisement, and the focus must be on the goods rather than the premium. Since the majority of free mail-in premium offers call for multiple proofs of purchase, they promote repeat business and reward brand loyalty. However, a significant disadvantage of mail-in premiums is that they don't immediately reinforce or reward the buyer, which means they could not give enough of an incentive to buy the brand. Mail-in premium offers are seldom used by customers; the typical redemption rate is just 2 to 4 percent.

Free bonuses have gained enormous popularity in the restaurant business, especially with fast-food restaurants like McDonald's and Burger King, who include bonuses in their kids' meals to draw in younger customers.<sup>38</sup> With 750 million toys ordered annually for its Happy Meals, McDonald's has surpassed all other toy manufacturers in terms of production volume. Many of the premium deals that the big fast-food chains utilise have promotional ties to well-known films and may be quite successful in driving up-front sales. When McDonald's and Disney reached a deal in 1996, giving McDonald's exclusive rights to promotional tie-ins with Disney movies for 10 years, McDonald's significantly increased its competitive edge in the movie tie-in premium



warfare. Airline miles, which have essentially turned into a kind of promotional currency, are one of the incentive offer types that marketers are using at a rapid rate of growth. Selling miles to other marketers brings in more than \$2 billion annually for US airlines. Consumers increasingly base their decisions on hotels, credit card services, phone plans, and a variety of other goods and services on the mileage surcharges for well-known frequent-flyer programmes like United Airlines' Mileage Plus and American Airlines' AAdvantage.

### **Premiums That Self-Liquidate**

With self-liquidating premiums, the customer is responsible for handling and postage fees in addition to all or a portion of the premium's cost. The marketer often makes bulk purchases of the goods used as self-liquidating premiums and sells them to customers for less than retail. The objective is to pay expenses and provide value to the customer, not to make a profit on the expensive goods. Self-liquidating premiums provide marketers various benefits besides cost reduction. Providing customers with value via premium items may spark interest in the brand and foster goodwill that improves the company's reputation. Additionally, by gaining in-store displays for the brand and the premium offer, these premiums help promote trade support. Self-liquidating premiums often have a direct connection to the advertising campaign, which helps to spread the advertising message and develop customer loyalty for a brand. For instance, Philip Morris' Marlboro Country catalogue promotes the positioning concept of the cigarette brand by selling Western dress, outdoor gear, and other Marlboro merchandise. Similar to mail-in premiums, self-liquidating premium offers have a relatively low redemption rate as their main drawback. A premium has never been requested by less than 10% of American families, and fewer than 1% of self-liquidating offers are ever honored. Low redemption rates may leave a marketer with an abundance of products that are difficult to discard because they have a logo or other brand identification. Therefore, it's crucial to gauge how customers will respond to a pricey incentive and find out if they think the deal is worth it. Using premiums with minimal brand recognition is an alternative, but doing so reduces their usefulness for attracting new customers to franchises.

### **CONCLUSION**

The significance of technology in couponing, including the development of mobile apps and digital coupons. Digital platforms make it convenient and simple to access information for both customers and enterprises, allowing for personalized offerings, targeted distribution, and better monitoring and analytics. This concludes with an overview of couponing as a marketing tactic. It draws attention to the efficiency, advantages, difficulties, and effects on consumer behavior and corporate performance. Businesses may improve sales, strengthen brand loyalty, and draw in and keep consumers by effectively using coupons. Businesses may optimize their couponing tactics and increase the overall promotional efficacy by comprehending the dynamics of couponing and its possible effects.

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**ROLE OF SWEEPSTAKES AND COMPETITIONS****Dr. Akhila Udupa\***

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**ABSTRACT:**

*By attracting consumer attention, raising brand awareness, and encouraging customer interaction, sweepstakes and contests play a vital role in advertising. This abstract examines the function of contests and sweepstakes in advertising, stressing the goals, strategies, and advantages they provide to both marketers and consumers. The major goal of sweepstakes and contests is to build excitement, create a buzz, and encourage customer engagement, and this is how the idea starts out. These marketing strategies take use of consumers' natural desire for competition and the chance to win incentives or prizes to draw them in and get them involved with the company. The abstract explores the strategies used in contests and sweepstakes as promotional tools. With no necessary skill-based component, sweepstakes often use a random selection procedure where individuals enter for a chance to win prizes. Competitions, on the other hand, often ask for participants to demonstrate a particular aptitude or skill, with winners chosen based on presentation or inventiveness. The abstract focuses on the advantages of contests and sweepstakes for advertising. Since they often demand participants to share their entries or promote the contest on social media sites, these promotional actions broaden the brand's exposure and audience. By doing this, the brand's internet presence grows and organic word-of-mouth marketing is generated.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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**INTRODUCTION**

Consumer-focused promotions like contests and sweepstakes are becoming more and more common. On 2001, marketers spent close to \$2 billion on these initiatives. These promos seem to be more alluring and glamorous than resources like cents-off coupons. Because many customers have a "pot of gold at the end of the rainbow mentality" and believe they can win the significant rewards being offered, contests and sweepstakes are thrilling, according to one expert. The "instant-millionaire syndrome" that resulted from the enormous cash rewards granted by numerous state lotteries in recent years has also had an impact on the allure of contests and promotions. As a means of attracting attention and interest from a huge audience of customers, marketers are drawn to competitions and sweepstakes. Sweepstakes and competitions have different rules. A contest is a promotion in which participants compete for gifts or cash using their knowledge or abilities. By evaluating the submissions or determining whose entry comes closest to a set of specified criteria, the corporation chooses the winners. By requiring a proof of

purchase or an entry form that is accessible via a dealer or advertising, contests often act as a buying incentive. In order to join a contest, some ask participants to read an advertisement, a box, or a retail display. Marketers must be cautious when designing their competitions to avoid discouraging participation from important prospects in the target market.

A sweepstakes is a campaign in which the winners are chosen solely at random; entrance requirements cannot include providing evidence of purchase. For the prize drawing, participants need just submit their names[1]–[3]. Even though an official submission form is often provided, handwritten entries must also be accepted. A game that also incorporates a chance element or chances of winning is one kind of sweepstakes. Instant-win scratch-off cards are a common form of marketing. Some games go longer and need greater participation from players. Retailers and fast food businesses often run promotions that require customers to collect game pieces in order to increase foot traffic and encourage repeat business. Sweepstakes get more submissions than competitions because they are simpler to enter. Due to the fact that each input does not need to be examined or evaluated, they are also simpler and less costly to administer. A sweepstakes merely needs to generate a number that matches the sweepstakes participants' entries or randomly choose a winner from among the pool of entries to determine the winning entry. According to experts, the expenses associated with running a sweepstakes are also highly predictable. Companies may get insurance to cover them and guard against the cost of giving away a significant reward. Sweepstakes often provide advertisers a fixed cost, which is a significant benefit when planning a budget for a campaign.

The customer might get engaged with a brand by participating in contests and sweepstakes that make the marketing product relevant. Contests that request customer name suggestions or recipes that include the brand, for instance, may boost participation rates. For its three most popular cracker brands—Ritz, Triscuit, and Wheat Thins—Nabisco created a promotional competition called "Open a box, make up a snack." Customers submitted their favourite recipes, which were then posted on a specific website and made accessible at a toll-free number. By linking the awards to the target audience's needs, hobbies, or way of life, marketers may utilise competitions and sweepstakes to increase brand equity. Sweepstakes and games may also be utilised to increase interest in and participation in a well-attended event, as well as to encourage customers to visit a business' website. For instance, Suzuki sponsored a contest that was associated with its sponsorship of the Heisman Trophy in 2002, which is presented annually to the best collegiate football player. Based on the results of the voting, one official vote was used to choose the winner of the Heisman Trophy. Every voter received one entry into the Suzuki Heisman Sweepstakes. The competition was a successful approach to link Suzuki to this famous honour and entice customers to the website, where they could learn more about the products of the firm.

Issues with competitions and sweepstakes Even if the usage of competitions and sweepstakes is growing, there are some issues with these forms of advertising. Many contests and sweepstakes campaigns don't contribute much to consumer brand development for a product or service and could even hurt it. Rather than the brand, the sweepstakes or contest often takes centre stage, and nothing else is done outside giving away significant sums of money and/or goods. The efficacy of competitions and sweepstakes is contested by many promotional specialists. Due to doubts about their efficacy and worries that customers can become reliant on them, several businesses

have reduced or even ceased utilising them. Quite a bit of unfavourable press has lately been directed towards the sweepstakes sector. A number of states have filed lawsuits against American Family Publishing for deceiving customers about their chances of winning significant cash prizes in the company's yearly magazine subscription solicitation sweepstakes. The creation and management of competitions and sweepstakes are impacted by a variety of legal factors. Each of the 50 states has its own laws, and various federal agencies have regulations governing these promotions. The regulation of contests and sweepstakes has enhanced customers' impressions of these promotions and helped clean up the abuses that plagued the business in the late 1960s. However, businesses must still use caution while creating a contest or sweepstakes and distributing awards. To minimize any legal issues, most businesses use consultants who are experts in designing and managing contests and sweepstakes, but promotions may still cause issues[4]–[6].

The involvement of professionals or amateurs who submit many entries but have no intention of acquiring the item or service is a major issue with competitions and sweepstakes. The majority of jurisdictions prohibit requiring a purchase as a requirement for entrance into a sweepstakes, therefore customers are free to participate as often as they choose. Professional players sometimes join a single sweepstakes more than once, depending on the rewards offered and the volume of entries the promotion receives. They may even sign up for newsletters that notify them of all the competitions and sweepstakes that are being offered, the entry deadlines, the projected odds of winning for different numbers of entries, how to participate, and any answers to puzzles or other information that may be required. The presence of these professional participants not only undermines the goal of the campaign but also could deter customers from entering since they believe their chances of winning are slim.

### **Rebates and Refunds**

Refunds are offers made by the producer to refund a part of the cost of the purchased goods, generally after the consumer provides some kind of evidence of purchase. In general, consumers are quite attentive to rebate offers, especially as the amount of the savings rises. Manufacturers of all items, from packaged goods to large appliances, autos, and computer software, employ rebates. Refund incentives are a common tactic used by marketers of packaged products to entice consumers to try a new product or move to a different one. Even though the savings are only realized if the customer redeems the refund or rebate offer, consumers may mistakenly believe that the savings delivered by a cash refund decreases the cost of the item immediately. Refund offer redemption rates normally vary from 1 to 3 percent for print and point-of-purchase offers and from 5 percent to 10 percent for incentives that are in or on packages.

### **DISCUSSION**

Offers for refunds may also promote repeat business. Many promotions demand that customers provide many proofs of purchase. As more transactions are made, the amount of the return offer can possibly rise. A few manufacturers of packaged products are moving away from cash refund offers and towards coupons or cash/coupon combinations. The possibility of a repeat purchase of the brand is increased when coupons are included in the refund offer. Consumer durables are now often promoted through rebates. Rebate offers are widely used to entice price-conscious



customers to buy products including cameras, sports goods, appliances, TVs, audio and video equipment, computers, and automobiles. Chrysler Corp. started offering rebates on pricey goods like vehicles in 1981 to increase sales and bring in money for the failing corporation. Nowadays, rebates are prevalent not just in the car sector and other durable items, but also in packaged goods. Analyzing Rebates and Refunds Rebates are a great method to attract new customers, promote brand switching or repeat business, or they may be used to temporarily lower prices. Even if many customers choose not to take advantage of the offer, the reimbursement can be seen as an instant savings.

The marketer may lower pricing for a lot less than if it employed a straight price-off promotion since this impression might affect purchase even if the customer doesn't realise the savings. Refunds and rebates might lead to a few issues. Because it takes time and effort to save money, many customers feel unmotivated by refund offers. They don't want to deal with filling out papers, sending in the offer, preserving cash register receipts and other evidence of purchase.<sup>45</sup> According to a customer perception research, there is a bad correlation between using rebates and the perceived challenges of the redemption procedure. The survey also discovered that customers believe manufacturers give discounts to market underperforming items. The perception that the redemption procedure is overly difficult and the manufacturers' motivations are especially likely to be held by non-users of rebates. This suggests that businesses offering rebates must make the redemption procedure simple and utilise other promotional tools, like advertising, to keep customers interested in the brand. Marketers may discover that additional promotional incentives like vouchers or bonus packs are more successful when tiny refunds are being issued. They must take care to avoid overusing rebate offers that might mislead customers about the true cost and worth of a product or service. Additionally, customers may develop a reliance on rebates, postpone purchases, or limit their purchases to certain brands. The hassle and cost of managing refunds has turned many merchants off using them.

### **Bonus Sets**

By including bigger containers or extra units, bonus packs provide the customer an additional quantity of a product for the standard price. Bonus packs provide consumers more goods for their money while adding value, lowering their cost per unit. The benefits of bonus pack promotions are many. They provide advertisers with a simple approach to add value without having to deal with intricate coupons or refund deals, to start. The added value of a bonus pack is often evident to the buyer and may strongly influence the choice to make a purchase at the time of purchase. Bonus packs may also be a strong countermeasure to a rival's marketing campaign or the launch of a fresh line of goods. A marketer may often remove these customers from the market and make them less sensitive to a competitor's promotional efforts by flooding existing users with enormous quantities of its goods. If relationships with merchants are strong, bonus packs may lead to bigger purchase orders and favorable display space in the shop. However, they often take up more shelf space without increasing the retailer's profit margins, thus if trade relations are poor, the marketer may have issues with bonus packs. Another issue is that bonus packs could only appeal to existing customers who would have bought the product otherwise or to promotion-sensitive customers who would not develop brand loyalty.



### Price off Offers

The straight price-off offer, which lowers the price of the brand, is another consumer-focused marketing strategy. Normally, price-off discounts are provided directly on the package via specifically designated price packs. Price reductions, which come from the manufacturer's profit margin rather than the retailer's, usually range from 10 to 25 percent off the list price. Maintaining the retailer's profit throughout a price reduction campaign ensures continued support and collaboration. Price-off promotions are used by marketers for a variety of reasons. First, since the manufacturer controls price reductions, it can ensure that the promotional discount is passed on to the customer rather than being retained by the trade. Similar to bonus packs, price-off promotions often provide a value that is immediately evident to customers, particularly when they are familiar with the brand's price point and understand the significance of the reduction.

Price reductions may thus have a significant impact when price comparisons are done at the moment of purchase. Price-off promotions may also entice customers to make bigger purchases, thwarting rivals' discounts and boosting trade. Price-off promotions cannot be well-liked by merchants since they might lead to issues with inventory and pricing. Since the majority of stores won't accept shipments with a specific price displayed, the well-known X percentage off the standard price must be utilized. Additionally, similar to bonus packs, price-off offers typically appeal to frequent users rather than luring in nonusers. Last but not least, price-off labels must adhere to rules set out by the Federal Trade Commission governing their usage, frequency, and timing [7]–[9].

### Rhythmic Programs

The employment of frequency programs is one of the sales promotion sectors that is expanding the quickest. When American Airlines launched its Advantage frequent-flier program in 1981, it was one of the first big businesses to adopt reward programs. Since then, frequency programmes have grown widespread among merchants and in a variety of product and service areas, most notably travel and hospitality. Almost all airlines, car rental agencies, and hotel chains have some kind of frequency program. Nearly 44 million people are enrolled in American Airlines' Advantage program, while Marriott International's Rewards programme has more than 18 million business travellers. Additionally, a lot of packaged products firms are creating frequency programmes. Recently, companies like Pillsbury, Nestlé, Kraft, and others have launched continuity programmes that provide customers the chance to accrue points for using their products consistently; the points may then be used to buy presents and other rewards. For instance, Kellogg created the "Eet and Ern" frequency programme to appeal to younger customers. They may participate in the programme by looking inside specially designated Kellogg food packets for a 10-character code, entering it online at EetandErn.com, and receiving a downloaded gift. They may also take part in various unique promotions, such as competitions, sweepstakes, limited-time discounts, games, and other events. Despite the general drop in sales throughout the cereal business, the frequency programme has been quite successful in helping Kellogg raise its sales.

Frequency programs have gained a lot of traction in grocery retailers. Today, about 7,000 supermarkets have loyalty programs that provide participants access to discounts, the possibility

to accrue points that may be exchanged for gifts, newsletters, and other perks. Other merchants utilize loyalty programs as well, including department stores, home improvement stores, book stores, and even neighborhood bagel shops. The rise in popularity of frequency programs may be attributed to a variety of factors. These initiatives are seen by marketers as a strategy to cultivate strong client loyalty and to persuade customers to regularly utilize their goods or services. Building connections with devoted consumers is the key to maintaining and expanding market share, which is why many businesses are beginning to recognize the significance of client retention. Additionally, frequency programs provide marketers the chance to create databases with useful consumer data that can be used to recognize and follow a company's most valued clients as well as get a deeper understanding of their demands, interests, and traits. These databases may also be used to target certain promotions and deals at clients in an effort to boost their spending and/or develop longer-lasting connections.

Marketers will have challenges in figuring out how to utilise frequency programmes to differentiate their goods, services, enterprises, or retail outlets as they grow more prevalent. Many of the loyalty programmes created by packaged-goods marketers have been criticised for being short-term promotions that disproportionately reward loyal customers while doing nothing to foster long-term loyalty. Instead of being limited to frequent-buyer programmes, marketers must figure out how to create meaningful loyalty programmes. This will need the strategic deployment of targeted loyalty programmes as well as the careful maintenance of databases to recognise and monitor important clients and their purchase histories.

### **Event Promotion**

The usage of event marketing is another kind of consumer-focused advertising that has grown in popularity recently. Even though the phrases "event marketing" and "event sponsorships" are sometimes used interchangeably, they relate to separate activities, therefore it is crucial to distinguish between them. Event marketing is a sort of advertising where a business or brand is associated with an occasion or when a themed activity is designed to engage customers and advertise a product or service. By connecting their product with a well-known activity, such as a sports event, concert, fair, or festival, marketers often engage in event marketing. However, marketers often design their own events that they exploit for advertising. As an example, RC Cola organised events to introduce RC Edge Maximum Power, a new beverage marketed at teenagers that also includes taurine and Indian ginseng in addition to caffeine. RC organised a 25-market trip that included radio tie-ins and "Edgy" activities like skydiving and white-water rafting, where samples of the product were given out. An example of an in-store event marketing activity is the comarketing campaign Coppertone developed for Wal-Mart, which was mentioned earlier in the chapter [10], [11].

An integrated marketing communications activity known as event sponsorship is where a business establishes financial support for a specific event and actual sponsorship relations in exchange for the right to display a brand name, logo, or advertising message and be acknowledged as a supporter of the event. Event marketing sometimes occurs in conjunction with a company's sponsorship of events like concerts, the arts, charitable organisations, and athletic occasions. The following chapter discusses event sponsorship decisions and goals, which are often a component of an organization's public relations efforts. In an attempt to identify their

brands with certain lifestyles and activities, marketers have developed integrated marketing strategies that include a range of promotional tools that generate experiences for customers. One such strategy is event marketing. Marketers utilise events to hand out samples and information about their goods and services, or to allow customers try the goods firsthand.

## CONCLUSION

Competitions and sweepstakes also encourage consumer involvement and engagement with the company. Consumers who take part in these activities actively engage with the brand's message and offers, which increases their feeling of connection and affinity. Due to the fact that participants voluntarily provide their contact information and preference throughout the entry process, these campaigns may also generate useful consumer data and insights. This concludes by highlighting the function of contests and sweepstakes in advertising. It highlights their capacity to draw in customers, raise brand awareness, and encourage customer involvement. Advertisers may increase brand exposure, grow their online presence, and build deep relationships with their target audience by using sweepstakes and contests wisely.

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## AN OVERVIEW OF CONSUMER-FOCUSED PROMOTIONS AND MARKETING GOALS

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### ABSTRACT:

*By focusing on and engaging customers, consumer-focused promotions play a crucial part in marketing strategies by raising brand recognition, boosting sales, and building lasting customer connections. An overview of consumer-focused promotions is given in this abstract along with an examination of their aims, strategies, and supporting marketing objectives. The abstract starts out by going over the main goals of consumer-focused promotions, which centre on influencing customer behaviour and creating favourable brand experiences. These specials are designed to draw in new clients, boost repeat business, foster brand loyalty, and ultimately boost sales. Consumer-focused promotions draw interest, foster engagement, and inspire customers to act by providing incentives, prizes, or unusual experiences. The abstract explores the strategies often utilised in promotions with a focus on consumers. Discounts, coupons, one-time deals, loyalty plans, competitions, and experiential marketing are some of these strategies. Each strategy aims to appeal to customers, provide something extra, and foster a feeling of exclusivity or urgency. Consumer-focused promotions make efficient use of a variety of channels, including conventional media, internet platforms, and in-store interactions.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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### INTRODUCTION

The review of the different sales promotion strategies demonstrates how marketers employ these resources to achieve a range of goals. Sales promotion strategies, as mentioned at the beginning of the chapter, provide customers an additional incentive or reward for doing a certain action, such buying a particular brand. While the reward is delayed and not immediately realised for certain sales promotion methods, it is instantaneous for the customer with others. Marketers often assess sales promotion methods based on their capacity to achieve certain objectives and take into account whether the promotion will have an immediate or delayed effect. To keep consumers, for instance, loyalty programmes might provide both current and future benefits. Every time they make a purchase, clients who are members of supermarket loyalty programmes get discounts, which are intended to keep them coming back as customers. Certain loyalty programmes, like those used by airlines, car rental agencies, and hotels, provide delayed incentives by forcing customers to accrue points in order to attain a certain level or status before the points may be redeemed. Marketers may utilise loyalty programmes to help create strong

brand equity. For instance, sending upgrade certificates to regular customers helps an airline or car rental company develop relationships with them and, as a result, builds brand equity[1], [2].

Consumer-focused sales promotions are used by marketers to provide present and/or future consumers an added incentive, as well as to utilise trade support as part of their marketing strategy. When retailers are aware that a manufacturer is having a promotion during a certain time, they are more likely to carry a brand, buy extras, or provide extra assistance like end-aisle displays. The following section discusses the creation of trade-specific promotional programmes, which is a crucial step in the marketing process.

### **Market-focused sales promotion**

#### **Trade-oriented sales promotion's goals**

Sales promotion programmes aimed at the trade should, like consumer-oriented promotions, be based on clearly stated objectives, quantifiable targets, and an awareness of the marketer's aims. Obtaining distribution and support for new goods, preserving support for existing brands, persuading retailers to exhibit established brands, and increasing retail inventories are typical goals for promotions aimed at marketing intermediaries like wholesalers and retailers.

#### **In order to Distribute New Products**

Trade promotions are often used to persuade merchants to place new items on their shelves. Manufacturers are aware that supermarkets, drugstores, and other significant retail establishments have a certain quantity of shelf space. They therefore provide merchants financial incentives to carry innovative items in their inventory. For instance, Lever Brothers successfully launched Lever 2000 bar soap using extensive sampling and high-value coupons. But in addition to these consumer incentives, the business offered trade discounts to entice merchants to carry and advertise the new brand. Marketers may use different sorts of promotions to persuade retailers and wholesalers to promote a new brand while trade discounts or other special pricing offers are utilised to get them to stock the product. Retailers may showcase new products in high-traffic parts of their shops with the help of merchandising allowances, and wholesale or retail staff can promote new brands with the use of incentive programs or competitions.

#### **Continue to support well-known brands in trade**

Trade promotions are often created to maintain established companies' distribution and commercial support. Brands that are at the mature stage of their product life cycle are susceptible to losing wholesale and/or retail distribution, especially if they lack differentiation or compete with new goods. Trade agreements encourage wholesalers and retailers to keep selling inferior goods since the discounts boost their profit margins. Because they lack the resources necessary to set themselves apart from other brands via media advertising, brands with a lower market share sometimes depend significantly on trade promotions. Trade promotions may be utilised as a component of a larger marketing plan even if a company has a dominant position in the market. In order to maintain its market share position for many of its brands, Heinz, for instance, has primarily depended on trade promotions. Trade promotions are crucial to the continued support and distribution of retail for many consumer packaged goods firms.



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**Encourage stores to showcase well-known brands**

Encourage merchants to show and promote a well-known brand is another goal of trade-oriented marketing. Marketers are aware that a lot of purchases are done in-store, and promotional displays are a great method to increase sales. Getting retail shop displays of a product away from its usual shelf position is a key objective. A typical supermarket contains around 50 display spaces scattered throughout the store, including at the checkout counters and at the ends of aisles. Marketers aim to put their goods on display in these places in order to maximise the likelihood that customers will interact with them. During a campaign, even a single display may significantly boost a brand's sales[3]–[5].

**DISCUSSION**

In order to motivate merchants to promote their goods at the retail level, manufacturers often employ diverse promotional programmes. Trade promotions are often used by manufacturers to increase retailer or other channel member inventory levels. Manufacturers aim to stock stores with their goods for a number of reasons. First off, when they have a lot of inventory on hand, distributors and retailers are more inclined to push a product rather than keeping it in their back rooms or warehouses. Building the inventories of channel participants also guarantees that they won't run out of goods and lose out on sales chances. Manufacturers of seasonal goods sometimes offer steep discounts in order to encourage merchants to stock up on their goods before the start of the busiest shopping period. Because of this, the manufacturer is able to smooth out seasonal variations in its production schedule and shift part of the expenses associated with maintaining inventory to retailers or wholesalers. Retailers often conduct special promotions and provide discounts to customers to clear off surplus inventory when they stock up on a product before to the peak selling season.

**Types of Promotions with a Trade Focus**

Manufacturers entice wholesalers and retailers using a range of trade marketing methods. Next, we look at some of the most popular trade promotion kinds and some of the things marketers need to keep in mind while employing them. Included in these promotions are giveaways and incentives, trade discounts, point-of-purchase displays and materials, sales training programmes, trade exhibitions, and cooperative advertising.

**i. Competitions and Rewards**

Manufacturers may create competitions or unique incentive schemes to encourage more sales activity and help from reseller management or sales staff. Both store or department managers at the retail level and managers who work for wholesalers or distributors might be targeted by contests or incentive programmes. Manufacturers often hold competitions for resellers, rewarding them for reaching sales quotas or other objectives with prizes like vacations or expensive goods. Target audiences for contests or special incentives often include the sales staff of wholesalers, distributors/dealers, or retailers. These salespeople are a crucial component of the supply chain since they are more numerous, more familiar with the market, and more often in contact with the customer than the manufacturer's own sales team. Manufacturers often provide incentives or competitions for these salespeople. In order to motivate the sales personnel of the

retailer or wholesaler to advertise and sell a manufacturer's goods, these programmes may entail direct cash rewards. Push money or spiffs are the names for these payments. For instance, an appliance manufacturer may provide retail salespeople a \$25 bonus for selling a certain model or size. Salespeople who achieve specific targets set by the company might win vacations or expensive prizes in sales contests.

While incentives and competitions may encourage support from resellers, they can also be a point of contention between retail sales staff and management. Some merchants wish to keep a tight rein on their salespeople's activity. They don't want their salesmen to exert excessive effort in an attempt to win a competition or get rewards provided by the manufacturer. Additionally, they don't want their employees to be too pushy in promoting goods that benefit themselves rather than the consumer. Many stores forbid staff members from taking part in manufacturer-sponsored competitions or accepting incentive payments. Retailers that do permit them often have stringent policies and want management approval of the initiative.

#### **ii. Trade Permits**

The most typical kind of trade promotion is probably a trade allowance, which is a discount or bargain provided to retailers or wholesalers in exchange for stocking, promoting, or displaying a manufacturer's goods. A few of the allowances available to merchants include purchasing, slotting, and promotional or display allowances[6]–[8].

#### **iii. Purchase Allowances**

A purchasing allowance is a promotion or discount provided to resellers in the form of a price cut on goods purchased within a certain time frame. These deductions sometimes take the form of an off-invoice allowance, which implies that the invoice is reduced by a certain sum or percentage for each individual situation. The reseller receives additional cases with the purchase of certain quantities, which is another type of a purchasing allowance in the form of free items. There are various uses for purchasing allowances. They are simple to adopt, well-liked by the industry, and sometimes even anticipated. Due to the fact that resellers will want to take advantage of the discounts being given during the allotted time, they are also a successful technique to entice them to purchase the manufacturer's goods. Manufacturers give trade discounts in the hope that retailers and wholesalers would pass the savings on to customers and increase sales. But as we'll see in a moment, this is often not the case.

#### **iv. Promotional Compensation**

Manufacturers often reward merchants with allowances or discounts for carrying out certain marketing or merchandising initiatives on behalf of their brands. These merchandising allowances may be used to conduct in-store promotions, provide customised displays apart from the product's usual shelf location, or feature the product in an advertisement. The manufacturer often has policies or a contract outlining the tasks that must be completed in order to be eligible for the promotional allowance. For goods ordered during the promotional period, the allowance is often a set sum per case or a percentage discount from the list price.

#### **Slotting Compensations**

Retailers have started requesting a specific payment in recent years before agreeing to handle a new product. Slotting allowances are payments shops charge for supplying a slot or place to accept the new product. They are also known as stocking allowances, introduction allowances, or street money. Retailers defend these charges by citing the expenses incurred by adding so many new products each year, such as revamping shop displays, inputting the product into computers, locating warehousing space, and educating store personnel about the new product. They also acknowledge that there is considerable risk involved given how often new product introductions fail. Slotting costs for a complete retail chain may be \$50,000 or more, or as little as a few hundred dollars each location. Manufacturers that wish to place their goods on national shelves may have to pay slotting fees that total several million dollars. About 70% of these costs, according to many marketers, go straight to the bottom lines of retailers, and many see slotting allowances as a kind of bribery or extortion. Due to their influence and the little shelf space in supermarkets compared to the many items added each year, retailers may continue to charge slotting fees. If a new product does not reach a minimum sales level within a certain amount of time, some merchants have even started to demand failure costs. The expense of stocking, managing inventory, and eventually withdrawing the goods is covered by the fee.<sup>54</sup> Slotting fees are less likely to be paid by large manufacturers with well-known brands than by smaller businesses with less negotiation power.

Due of the fees' detrimental effects on small businesses, the Senate Committee on Small Business started taking action against the practise of employing slotting fees in the supermarket, pharmacy and computer software sectors in late 1999.<sup>55</sup> The Federal Trade Commission and the Small Business Administration should take action to restrict the use of slotting fees because they are anticompetitive, the committee suggested. The utilisation of slotting fees was the subject of a recent research by Paul Bloom, Gregory Gundlach, and Joseph Cannon that looked at the opinions of manufacturers, distributors, and grocery retailers. According to their research, slotting fees assist balance the supply and demand for new items by shifting the risk associated with new product launches from retailers to producers. Additionally, they discovered that slotting fees harm small merchants, are imposed unfairly, and result in higher retail pricing.

### **Trade Allowances Issues**

The misuse of trade allowances by wholesalers, retailers, and distributors worries a lot of businesses. Marketers offer retailers these trade allowances in the hopes that consumers will benefit from lower prices as a result of the cost savings. However, firms like Procter & Gamble assert that only 30% of trade promotion discounts actually benefit consumers because 35% are lost to inefficiencies and another 35% are pocketed by retailers and wholesalers. Additionally, a lot of marketers think that the industry is abusing promotional funding and exploiting its promotional agreements. For instance, a lot of wholesalers and retailers practise "forward buying," where they acquire a lot of a product at a discounted price and resale it to customers after the marketer's special time has ended. Diverting is another frequent practise, in which a shop or wholesaler takes advantage of the promotional bargain and then sells part of the merchandise acquired at the cheap price to a store outside of its region or to a middleman who then resells it to other businesses. Diverting and forward purchasing are common practises. According to industry surveys, these operations account for close to 40% of the earnings made

by wholesalers and retailers. Forward purchasing and diverting cause manufacturers additional issues in addition to not passing on reductions to customers. They result in enormous fluctuations in demand that complicate production planning and force manufacturers and merchants to constantly prepare for or wind down from a promotional spike. Marketers are also concerned that because of the system's propensity for price specials, customers may learn to base their purchases only on what is on sale rather of developing a loyalty to certain brands. Procter & Gamble, one of the nation's most effective consumer goods marketers, adopted daily low pricing, which reduces the list price of more than 60% of its product line by 10% to 25% while reducing promotional allowances to the trade, in response to the issues caused by retailers' exploitation. With the price reductions, merchants will still pay about the same for the goods as they would have with the different trade allowance concessions.

According to P&G, EDLP solves issues like bargain purchasing, results in consistently low costs at the retail level, and encourages customer brand loyalty. However, the EDLP approach has generated a lot of debate in the industry, which primarily relies on promotions to draw in customers. Some stores removed P&G items off the shelves, while others reduced brand displays and marketing. Retailers claim that EDLP disadvantages them compared to warehouse retailers and mass merchandisers that already employ daily low pricing and prefer to operate on a high/low strategy of frequent price offers. Additionally, they claim that certain items, such as those that are purchased on a whim, benefit from promotions and don't work well with EDLP. Retailers depend on special offers like end-of-aisle displays and price reductions to build interest in their items and boost sales of things like soda, cookies, and candy. The method may be successful for market leaders whose customers are loyal to their brands, but it is ineffective for advertisers attempting to increase market share or support underperforming items, according to EDLP critics. Additionally, many customers are still more influenced by sales and specials than by advertisements from merchants promoting consistently cheap costs.

Despite the criticism, P&G claims that EDLP is effective and that volume growth in its brands that have shifted to the pricing approach has accelerated. P&G expanded their use of consistently low prices to other markets, such as the UK and Italy.<sup>58</sup> P&G keeps making adjustments to the way packaged-goods marketers employ sales promotions. The business has made efforts in recent years to streamline its promotional initiatives by reducing the number of different incentives, such as bonus packs, premiums, coupons, and cents-off packs. P&G has historically served as a leading indicator for the packaged products sector, and its recent adjustments to the way it uses consumer and trade promotions are expected to have an impact on other marketers.

### **Point-of-Purchase Materials and Displays**

Examine the numerous advertising tools used to promote and sell things the next time you are in a shop. Point-of-purchase displays are an essential tool for marketing since they may assist a manufacturer in getting better in-store product merchandising. Companies in the US spend around \$15 billion annually on point-of-purchase advertising, which includes stand-up racks, shelf cards, banners, posters, and end-of-aisle displays, among other things. Since many customers decide what to buy in stores, point-of-purchase displays are crucial to marketers. In fact, according to some surveys, a customer makes roughly two-thirds of their purchasing

choices in a physical shop. As a result, it is crucial for marketers to use POP displays to capture customers' attention and convey a sales or promotional message [9], [10].

## CONCLUSION

The development of digital platforms, social media, and personalised marketing has made it possible to customise consumer-focused promotions to each customer's tastes and behaviours. This makes it possible for companies to provide more relevant and focused incentives, improving the entire customer experience. This summary concludes by offering an overview of consumer-focused promotions and their function in accomplishing marketing objectives. Marketers can create strategies that successfully engage consumers, promote brand recognition, boost sales, and cultivate long-term customer loyalty by understanding the goals, techniques, and advantages of consumer-focused promotions. Consumer-focused promotions may be effective instruments for creating effective marketing campaigns and attaining corporate goals if utilised in the proper way.

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## COORDINATING ADVERTISING AND SALES PROMOTION

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### ABSTRACT:

*A strategic technique that tries to synchronise promotional efforts in order to maximise their impact and efficacy is to coordinate advertising and sales promotion. In order to achieve a synergy between these two marketing components, this abstract discusses the significance of coordinating advertising and sales promotion, stressing the advantages, difficulties, and important factors involved. The importance of combining advertising and sales promotion is covered in the abstract's first paragraph. While sales promotion concentrates on establishing immediate incentives and boosting sales, advertising helps to increase brand recognition, transmit brand messaging, and form customer views. Marketing professionals may develop a promotional plan that integrates both the advantages of advertising and sales promotion by synchronising these activities. The abstract explores the advantages of merging sales promotion with advertising. Marketers may develop a consistent brand image and strengthen brand positioning across various promotional channels by coordinating message and creative aspects. Coordination of efforts also enables marketers to allocate resources more efficiently and guarantee that sales promotion and advertising activities are complementary, resulting in a more powerful and economical marketing strategy. Additionally, the abstract highlights how crucial it is to keep an eye on and modify the advertising plan in reaction to market dynamics and customer feedback. Marketers must remain adaptable and nimble, regularly evaluating the success of their advertising and sales promotion initiatives, and making the required adjustments to maximise outcomes.*

**KEYWORDS:** Advertising, Brand, Business, Marketing, Promotion, Sales.

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### INTRODUCTION

The cost-per-thousand-impressions (CPM) figure is based on findings that a grocery store display makes an average of 2,300 to 8,000 impressions per week, depending on store size and volume. The study was conducted by Point-of-Purchase Advertising International and the Advertising Research Foundation. Despite the fact that this study has shown that POP displays are very effective at reaching consumers, it can be challenging for marketers to use them.61

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Additionally, many retailers are limiting the amount of signage and displays they will accept as well as the messages they can convey. Additionally, some shops are requesting customised POP materials as account-specific incentives become popularity. For instance, 7-Eleven now produces all POP materials, despite the fact that the merchants are still required to pay for them. Giving 7-Eleven total control over the atmosphere inside of its stores is the aim. Despite these difficulties, marketers understand that point-of-purchase displays are a crucial component of their marketing strategies. Many continue to create novel ways to effectively showcase their goods, make them stand out in the retail setting, and convey a sales message to customers. It should be emphasised that not only supermarket and convenience retailers value inventive POP displays. Point-of-purchase displays are crucial for businesses who sell their items in different kinds of retail establishments, such athletic goods, home improvement, and consumer electronics shops. Planograms, which are collections of items that take up a whole area of a store's shelves, are a common tool used by manufacturers to assist retailers in making better use of shelf space. In order to find the optimal shelf layouts, some manufacturers are using computer-based programmes that enable retailers to enter information from their scanner data and experiment with product movement, space utilisation, profit yields, and other parameters[1]–[3].

### **Sales Training Programmes**

Sales training programmes for reseller staff are another kind of promotional support funded by the manufacturer. Salespeople who are informed about the characteristics, advantages, and benefits of numerous brands and models are necessary for the retail sale of many items. Cosmetics, appliances, computers, consumer electronics, and athletic goods are a few examples of items where customers often seek advice from knowledgeable retail sales staff. Manufacturers help retail salespeople with their sales training in a variety of methods. For shop staff to learn more about a product or a product line, they could provide courses or training sessions. These training sessions feature motivating elements as well as pre-sent material and suggestions on how to market the manufacturer's goods. Companies that sell expensive or difficult goods, such personal computers, automobiles, or ski equipment, often support sales training courses for retail staff.

Manufacturers may also help retail staff with sales training by using their own sales force. Sales representatives educate shop staff on their product range and provide advice on selling as well as other pertinent information. As they often interact with retail sales people and may tell them of changes to the product line, market developments, competitive information, and the like, representatives can provide continuing sales training. In-depth sales manuals, product brochures, reference manuals, and other materials are also provided by manufacturers to resellers. On retail sales staff, several businesses provide videocassettes with product details, use examples, and suggestions on how to market their goods. These marketing tools may often be utilised to enlighten consumers as well. Trade shows are a platform where producers may present their goods to both existing and potential customers, and they are another significant promotional activity aimed at resellers. The Trade Show Bureau estimates that more than 1.3 million enterprises exhibit at the 5,000 trade exhibitions held annually in the United States and Canada, and that approximately 100 million people visit them. Trade exhibitions are a significant chance to showcase one's product ranges and engage with clients in numerous sectors. Important

management staff from major retail chains often attends them, along with distributors and representatives from other resellers.

At trade exhibitions, you may carry out a variety of promotional tasks including product demonstrations, prospect identification, information collecting about customers and rivals, and even writing product orders. Because retailers often hunt for new items to offer, trade exhibitions are especially helpful for presenting new goods. Additionally, shows might provide worthwhile leads for follow-up through sales calls or direct marketing. Trade exhibitions also include a social component, which is crucial. Many businesses utilise them to amuse important clients and to build and maintain ties with the industry. Trade exhibitions increase consumer awareness of and interest in products, and they may provide quantifiable economic benefits, according to a new academic research[4]–[6].

### Cooperative Advertising

The last kind of trade-oriented marketing we look at is cooperative advertising, in which many parties split the expense of advertising. Cooperative advertising comes in three different forms. We should be aware of the goals and purposes of the first two even if they are not trade-oriented advertising.

### DISCUSSION

Advertising that is sponsored jointly by a number of businesses that provide goods or services to consumers, such as retailers, is referred to as horizontal cooperative advertising. For instance, car dealerships that are situated next to one another in an auto park or on the same street sometimes contribute a portion of their advertising budgets to a cooperative advertising fund. In order to encourage car purchasers to take advantage of the dealerships' near vicinity while looking for a new vehicle, advertisements are launched highlighting their locations. Manufacturers of raw materials promote ingredient-sponsored cooperative advertising, which has the goal of establishing finished goods that include the company's resources and/or ingredients. Du Pont, which promotes the use of its materials including Teflon, Thinsulate, and Kevlar in a range of consumer and industrial goods, and NutraSweet, whose artificial sweetener is a component in many food items and drinks, are two businesses that often employ this form of advertising. The "Intel Inside" program, supported by the Intel Corporation, is perhaps the most well-known and effective example of this kind of collaborative advertising.

The most typical kind of cooperative advertising is vertical cooperative advertising, which is trade-oriented and involves a manufacturer paying for a percentage of the advertising that a retailer runs to advertise the manufacturer's goods and its accessibility at the retailer's store. Manufacturers often contribute a portion of the advertising expenses incurred by the store, subject to a specific cap. The manufacturer often pays for a certain proportion of dollar sales as cooperative advertising. If a producer sells a store \$100,000 worth of goods, the retailer might get \$3,000 in cooperative advertising compensation. The co-op budgets of big retail chains are often combined across all of its locations, giving them a bigger pot to deal with and more media alternatives. There are various variations of cooperative advertising. Retailers may include a manufacturer's goods in a newspaper ad that features a variety of items, for example, and the various manufacturers may pay the store back for their share of the advertisement. Alternately,

the manufacturer may produce the advertisement, and the store may publish it in the local media. After a cooperative advertisement has aired, the retailer asks the manufacturer to pay for its share of the media expenses. To be eligible for co-op reimbursement, manufacturers often have particular specifications for an advertisement's size, structure, content, and usage of trademarks. A tearsheet, an affidavit from the radio or TV station, and an invoice are needed as proof that the advertisement ran.

Similar to other trade campaigns, firms have started spending more on cooperative advertising recently. Because they think they can have a bigger effect with advertising campaigns in local areas, several businesses have begun shifting money away from national advertising and towards cooperative advertising. More cooperative advertising campaigns are also becoming more popular. Retailers are starting these campaigns by approaching manufacturers with catalogues, upcoming promotions, or advertising campaigns they devised in collaboration with local media, and asking them to cover a percentage of the cost. These demands are often granted by manufacturers, especially when the merchant is significant and influential. Those participating in the promotional process must understand that consumer-focused sales promotion activities may improve the success of an advertising campaign and that sales promotion strategies often perform best when used in combination with advertising. Advertising and sales promotion should be seen as complimentary strategies rather than as different endeavours that are in competition for a company's promotional money. Advertising and sales promotion may have a synergistic impact that is significantly bigger when properly planned and carried out to operate together than any promotional mix ingredient alone.

For the business to take advantage of the potential presented by each instrument and make the most of its promotional expenditure, effective coordination of advertising and sales promotion is crucial. The coordination of the ad and sales promotion topics, the scheduling of the different promotional activities, and the audience reached are all considerations that must be made in order for advertising and sales promotion to be successfully integrated.

### **Finances Allocated**

It is difficult to determine exactly what portion of a company's entire promotional budget should be devoted to advertising versus consumer- and trade-oriented promotions, even though many businesses spend more money on sales promotion than on media advertising. This allocation is based on a variety of variables, including as the campaign's particular promotional goals, the market and competitive environment, and the stage of the brand's life cycle. Think about, for instance, how a brand's stage in the product life cycle may affect how the promotional expenditure is allocated. A significant portion of the money may be set aside for sales promotion strategies like sampling and couponing at the first stage to encourage testing. However, during the expansion stage, promotional funds could be predominantly allocated to advertising to highlight brand distinctions and maintain customer awareness of the brand.

Advertising becomes essentially a reminder to keep customers aware of the brand as a brand matures. Coupons, price reductions, premiums, and bonus packs are examples of consumer-focused sales promotions that may be occasionally necessary to maintain customer loyalty, draw in new customers, and fend off competitors. Trade-oriented promotions are required to preserve

shelf space, satisfy retailers' expectations for improved profits, and motivate them to advertise the brand. In a research on the synergistic benefits of advertising and promotion, it was discovered that sales promotions accounted for 80% of a brand's sales throughout the mature stage of its life cycle. Most promotional assistance will likely be eliminated when a brand reaches the decline stage of the product life cycle, and spending on sales promotion is improbable[7]–[9].

### **Ad and promotion themes coordination**

The consumer promotions topic should, where feasible, be connected to the advertising and positioning theme in order to effectively combine the advertising and sales promotion programmes. Tools for sales promotion should make an effort to convey a brand's distinctive qualities or advantages and to support the sales message or campaign theme. This is how the sales promotion activity helps the brand's consumer franchise-building efforts. A sales promotion programme, such as a competition, sweepstakes, event, or a special promotion offer, such as a price reduction or rebate programme, should also be promoted via media advertising.

### **Publicity and Timing**

A sales promotion programme needs media assistance, which should be coordinated with the media plan for the advertising campaign. To provide sales promotion materials like coupons, sweepstakes, contest registration forms, special offers, and even samples, media advertising is sometimes required. Additionally, it is necessary to tell customers about a special offer and to generate interest in the brand and positive attitudes towards it. Marketers may boost customer reaction to the promotion by employing advertising to raise consumer awareness of the brand and its advantages in combination with a sales promotion programme. Customers are more likely to use a coupon or act on a price reduction offer for a brand they are already acquainted with than for one they are not. Additionally, when advertising is present, product trials made possible by sales promotion strategies like sampling or high-value couponing are more likely to result in long-term brand loyalty. Without preceding or contemporaneous advertising, a promotion may be less successful and run the risk of harming the brand's reputation. Customers are less likely to adopt positive views and long-term loyalty if they believe the brand is marketing reliant or of lower quality. On the other hand, a discount, a premium offer, or a chance to join a sweepstakes or contest might increase the efficacy of an advertisement.

The launch campaign Lever Brothers created for their Lever 2000 bar soap serves as an illustration of how advertising and sales promotion may be effectively coordinated. As mentioned previously in the chapter, as part of its first marketing blitz, Lever Brothers employed high-value coupons, mailed samples to half of U.S. homes, and provided discounts to merchants. Heavy print and television advertising with the slogan "Presenting some of the 2000 body parts you can clean with Lever 2000" was used in conjunction with these sales promotion initiatives. Lever 2000's trial-inducing sales promotion, which took the form of coupons once it was introduced, was crucial. But what turned them into loyal users was the company's solid posture, which was developed via efficient advertising. Even after the huge discounts stopped, brand repeat sales remained at roughly 40%. With an estimated 8.4% of the \$1.5 billion bar-soap industry, Lever 2000 rose to second place in terms of dollar volume in only six months after its



launch. Many businesses are using their sales promotion firms more in the advertising and promotional planning process in order to better coordinate their advertising and sales promotion programmes. Many businesses are having their sales promotion and advertising agencies collaborate to establish integrated promotional plans and programmes as opposed to engaging agencies to create standalone, nonfranchise-building campaigns with short-term aims and tactics.

### **Abuse of Sales Promotion**

It's not only a trend that sales promotion is being used more and more in marketing campaigns. It represents a fundamental shift in the way businesses make strategic choices about how to sell their goods and services. Several authors have questioned the efficacy of this increasing focus on sales promotion, especially in light of the inadequate planning and management of sales promotion programmes. Do marketers rely too much on this component of the marketing plan? Many brand managers would rather utilise a promotion to achieve instant sales than engage in advertising and gradually develop the brand's image. Consumer and trade promotions may be a highly successful technique for creating short-term boosts in sales. There is a strong temptation to use promotions as short-term sales fixes, as one big advertising agency's director of sales promotion services observed. Offering the buyer an instant price break is far simpler than setting your product apart from that of competitors. An excessive reliance on sales promotion may be harmful to a brand in a number of ways. Constant marketing may cause a brand's perceived value to decrease. Instead of making their choice based on a positive attitude they have formed, consumers often end up purchasing a brand because it is on sale, they get a premium, or they have a coupon. They move to another brand when the additional promotional incentive is not offered. Price promotions are used as a source of information about a brand to a greater extent when the evaluator is not an expert but does have some product or industry knowledge, according to a study by Priya Raghuram and Kim Corfman. They discovered that offering a price promotion is more likely to lower a brand's evaluation when the brand has not previously been promoted compared to when it has been frequently promoted. The results of this research imply that marketers should exercise caution when using price discounts since they may prevent consumers from trying a brand in certain circumstances.

The idea of attribution theory has been employed by Alan Sawyer and Peter Dickson to investigate how sales promotion may impact consumer attitude formation. According to this theory, individuals develop attitudes by monitoring their own behaviour and reflecting on why they behaved in a certain way. Instead of having a positive attitude towards the company, consumers who often buy a product because of a coupon or price reduction may relate their actions to the external promotional inducement. Customers are more prone to blame their purchasing behaviour on positive underlying thoughts about the brand when there is no extrinsic incentive present. When several rivals utilise promotions extensively, a sales promotion trap or spiral may develop, which is another possible issue with consumer-oriented marketing. Frequently, a company starts utilising sales promotions to set its product or service apart from the competition. If the promotion is effective and results in a distinct advantage, rivals may duplicate it right away. When all of the rival companies use sales promotions, this not only reduces each company's profit margins but also makes it difficult for any one company to leave the promotional bandwagon.



This promotional trap has been used by several companies. Gift-with-purchase and purchase-with-purchase promotional offers were created as a strategy in the cosmetics business to entice customers to try out new items. The problem is that super-markets in many parts of the nation have fallen into the trap of tripling or even quadruplicating manufacturer coupons, which reduces their already slim profit margins. With campaigns offering well-known menu items at a low price, such as Burger King's Whopper for 99 cents, fast food restaurants have also fallen for the ruse. When Dell Computer started employing sales promotion incentives to help sell its personal computers, the sales promotion conflict recently moved to yet another sector. Customers may enter Dell's Trip-a-Day Giveaway for a chance to win a trip valued up to \$50,000. Compaq and Hewlett Packard created their own contests and started utilising rebates, swiftly imitating Dell's marketing. With select PCs, Gateway provided free printers and scanners, while Apple provided financing with no payments required. market observers are worried about how the promotional battle would affect these businesses since the profit margins in the PC market are already quite thin.

Marketers must take into account both a promotion's immediate effects and long-term effects on the brand. Consideration should also be given to how easily rivals may create a retaliatory promotion and how likely it is that they would. Marketers must take care not to undermine the brand's franchise via sales promotions or to drag the company into a promotional conflict that threatens the brand's long-term viability and erodes its profit margins. When faced with challenges like falling sales or other issues, marketers are sometimes inclined to turn to sales promotions rather than looking at other parts of their marketing strategy like channel relationships, pricing, packaging, product quality, or advertising. For many years, the majority of consumer goods firms relied heavily on advertising as part of their promotional mix. However, during the last ten years, marketers have started to devote more of their promotional budgets to sales promotion. The usage of sales promotion strategies to influence consumers' purchasing decisions has steadily increased. The consumer market is becoming more fragmented, retailers are becoming more powerful, brand loyalty is eroding, consumers are becoming more sensitive to promotions, there are more new products being introduced, and there is more clutter in advertising [10]–[12].

Promotional sales tactics may be classified as either nonfranchise building or franchise building. While the latter are made to hasten the purchasing process and provide a rise in sales right away, the former help to establish and maintain brand identity and image over the long term. Techniques for promoting sales may be categorised as consumer- or trade-oriented. This chapter looked at a variety of consumer-focused sales promotion strategies, including as sampling, couponing, premiums, competitions and sweepstakes, rebates and refunds, bonus packs, price-off promotions, frequency programmes, and event marketing. These promotional techniques' characteristics, as well as their benefits and drawbacks, were analysed. A variety of trade-oriented promotions, such as trade competitions and incentives, trade allowances, point-of-purchase displays and materials, sales training programmes, trade fairs, and cooperative advertising, were also looked at.

Advertising and sales promotion should be seen as complimentary strategies rather than as distinct activities. Advertising and sales promotion, when correctly planned and executed, may

have a synergistic impact that is stronger than the reaction produced by any promotional mix element alone. Marketers must combine funds, ad and promotion themes, media planning and timing, and target audiences to achieve this. When marketers rely too much on sales promotion strategies and compromise long-term brand positioning and image for short-term sales growth, sales promotion abuse may occur. Many industries fall victim to sales promotion traps when many of their rivals heavily rely on promotions, making it impossible for anyone company to scale down without running the danger of losing sales. Overusing sales promotion techniques may reduce profit margins, endanger a brand's reputation, and even jeopardise its survival.

## CONCLUSION

In order to assess the success of coordinated efforts and make wise modifications, measurement and analysis of campaign performance are also essential. In order to develop a cohesive and effective promotional plan, this abstract emphasises the need of synchronising advertising and sales promotion. Marketers may improve brand consistency, optimise resource allocation, and establish more synergy between advertising and sales promotion by matching message, creative components, and promotional strategies. To successfully integrate various marketing components and maximise the total promotional impact, coordination of these marketing pieces requires efficient communication, careful planning, and ongoing assessment.

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**FUNCTIONS IN MARKETING AND PUBLIC RELATIONS****Mr. Ram Srinivas\***

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**ABSTRACT:**

*In order to build and maintain a favourable brand image, establish customer connections, and propel organisational success, marketing and public relations jobs are crucial. In order to accomplish the objectives of strategic communication, this abstract highlight the main responsibilities played by marketing and public relations, demonstrating how these jobs are different but related. The role of marketing, which includes efforts targeted at determining client wants, designing goods or services, pricing, distribution, and promotion, is covered in the abstract's first paragraph. The goals of marketing are to provide value for consumers and bring in money for the business. To successfully reach and engage the target audience, marketing strategies must be developed and market research, segmentation, targeting, and positioning must all be done. The role of public relations, which centres on overseeing interactions and communications between a company and its numerous stakeholders, is then explored in the abstract. Activities including media relations, community interactions, internal communications, crisis management, and reputation management are all part of public relations. Building and maintaining a favourable brand image, establishing credibility, and fostering trust and goodwill among stakeholders are its core goals. The partnership between public relations and marketing experts is also covered in the abstract. Consistency in message, brand positioning, and the overall communication strategy is ensured through effective coordination and communication across various activities.*

**KEYWORDS:** Advertising, Company, Marketing, Media, Strategy.

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**INTRODUCTION**

The function of public relations in the communications programme has altered, regardless of your position on the advertising-public relations debate. Few, if any, would argue that it is business as usual, despite the fact that some individuals may disagree with the significance and/or power of this programme aspect. Promotional programme features are found in corporate advertising, public relations, and publicity, and they may all be very helpful to marketers. They are crucial components of the overall marketing strategy and must be handled and coordinated with the other components of the promotional mix. But neither do these three tools always include the same techniques you have become used to as you have read this work, nor do they

always have the precise goals of promoting products and services. Usually, the goal of these initiatives is to influence attitudes towards a cause or organisation rather than to actively advertise a product or influence behaviour. This chapter examines the functions of public relations, publicity, and corporate advertising, as well as their benefits and drawbacks, and how they are used. Examples of such initiatives, both successful and futile, are also provided[1]–[3].

### **Public Affairs**

Public relations: what is it? How does it vary from the other marketing components we've covered so far? A good place to start could be by outlining what the word "public relations" has historically meant before introducing its new function.

### **The Typical PR Definition**

Public relations is defined in many books, but perhaps the most thorough definition is provided by the Public Relations News: the management function that assesses public attitudes, recognises an organization's policies and procedures that are in the public interest, and implements a plan of action to win over the public's understanding and acceptance. Indeed, managing public relations is a management task. The word "management" should be used in its widest meaning; it refers to a variety of organisations, including nonprofit institutions and is not only used to describe corporate managements. According to this definition, public relations involves a number of steps, such as: the identification and assessment of popular sentiments. The naming of a public interest organization's rules and processes. The creation and implementation of a communications strategy intended to increase public acceptance and comprehension. This procedure doesn't happen in one go. A successful public relations campaign lasts for weeks, months, or even years. Finally, this definition makes clear that public relations include a lot more than just efforts to promote a product or service. Some of the features of the promotional programme that were previously addressed may be used in the PR programme, although in a different manner. For instance, news releases may be sent to announce new offerings or organisational changes, special events may be planned to foster goodwill in the community, and advertising may be used to express the company's stance on a contentious topic.

### **The New Function of PR**

As was said in the opening of this chapter, new roles for public relations have been formed in an increasing number of marketing-focused businesses. It adopts a much wider viewpoint and is intended to promote both the company and its offerings. The easiest approach to understand how businesses and organisations employ public relations is as a continuum. The traditional application of PR may be seen at one end of the spectrum. According to this viewpoint, maintaining ties between the organisation and its publics is the fundamental job of public relations, a nonmarketing activity. Consumers or prospective consumers in this situation are only one of several publics, including workers, investors, neighbours, special interest groups, and more. If external agencies are utilised, they are different agencies, and marketing and public relations are separate divisions. Public relations is seen as predominantly a marketing communications role at the opposite end of the spectrum. Only in a marketing setting are non-customer interactions deemed necessary. Public relations at these companies' reports to marketing. According to the book by the Rieses, the PR function is increasingly taking on a "new

role" that is much more similar to a marketing function than a conventional one for many organisations. A strong marketing department and a strong PR department are both part of the new public relations job. The two departments collaborate closely, combining their abilities to provide the greatest possible overall impression of the company and its product or service offers, as opposed to each department working separately[4]–[6].

## DISCUSSION

In Advertising Age, notes that organisations must exercise caution when forging this connection because PR and marketing are not the same thing, and when one dominates, the balance necessary to operate at maximum efficiency is lost.<sup>3</sup> He claims that losing sight of the goals and functions of public relations in an effort to meet marketing objectives may prove to be detrimental in the long run. In fact, as noted by Cutlip, Centre, and Broom, marketing and public relations are complementary functions, "with each making unique but complementary contributions to building and maintaining the many relationships essential for organisational survival and growth."<sup>4</sup> However, some people hold the even more extreme view that if public relations and marketing distinctions continue to blur, the independence of the PR function will be lost and it will become much less effective. This view is consistent with our belief that public relations is a significant component of the IMC process, contributing in its own unique manner while also being compatible with marketing objectives. To neglect one is to risk failure in the other.

### Including PR in the mix of advertising

The challenge is figuring out how to include public relations into the overall promotional strategy given its greater duties. While each of these designs has advantages, in this text we treat public relations as an IMC programme element. Philip Kotler and William Mindak propose a number of alternative organisational designs: either marketing or public relations can be the dominant function; both can be equal but separate functions; or the two can perform the same roles. This implies that its wide function must include conventional duties. Whether public relations adopts a conventional function or one that is more marketing-focused, PR operations are nonetheless connected to certain communications goals. No less crucial than openly promoting goods or services is gauging public opinion and cultivating a positive business image. Public relations efforts that are intended to support marketing goals are known as marketing public relations functions, according to Thomas L. Harris.<sup>7</sup> Marketing goals that may be helped by PR efforts include increasing consumer acceptance and awareness, as well as gaining understanding and building trust. MPR improves the integrated marketing strategy in a variety of ways, including:

1. Creating a buzz in the marketplace before media advertisements. For instance, the launch of a new product is a chance for the marketer to dramatise the product and get media attention, improving the effectiveness of advertisements. When Volkswagen relaunched the Beetle, a lot of anticipation was built up before the vehicles were made available via public relations.
2. Generating news about advertising when there is none about products. Publicity might concentrate on ads specifically. There appears to be just as much anticipation for the Super



Bowl commercials as there is for the actual game. Apple Computers' "Switch" campaign has garnered a lot of attention for the advertisements.

3. Launching a product without much or any advertisement. Several businesses, including Hewlett-Packard, Kinetix, Ty, and Crayola, have successfully used this technique. Every time a new product is launched, Gillette employs PR as the primary channel.
4. Offering a client service with extra value. Butterball set up a hotline where folks may call and get specific instructions on how to cook their turkeys. 25,000 calls were handled by the business during a Christmas season. On their websites, several businesses provide these services. Visitors to Chicken of the Sea's website may access recipes.
5. Forging connections with customers. Customers of Pillsbury who enter the competition by contributing baked products have developed a strong brand loyalty. Currently, the winner is getting a \$1 million award!
6. Influencing the influentials, or supplying opinion leaders with knowledge.
7. Protecting items that are in danger and encouraging customer purchases. PR may really provide customers a cause to purchase a product by taking positive steps to protect or promote it. The nationwide education campaign by Energizer urging people to replace the batteries in their fire alarms when they set their clocks back in the autumn has improved the company's reputation as a good corporate citizen and boosted battery sales.

Victoria's Secret's approach to utilise MPRs in an integrated programme is a prime example. A Super Bowl commercial promoting a live webcast of the Victoria's Secret fashion show that will air a few days later drew a tonne of media attention. Around the globe, Victoria's Secret is said to have gained the attention of 5 billion people. In the haste to see the programme, so many people signed up that servers all around the globe were overwhelmed and crashed, which resulted in further exposure. Sales increased by 13% as a result of combining these two events with in-store marketing. The Web presence resulted in 136 different countries placing purchases, 1.1 million people signing up for email updates, and 600,000 additional catalogue requests. To widen its integrated strategy, the corporation has recently boosted its expenditure on television and on publications like Elle and Vogue. Additional successful MPR implementations[7]–[9].

According to Harris, utilizing MPR has a variety of benefits:

1. It is an affordable method of reaching the market.
2. It is a much focused method of public relations.
3. It gains from the support of unbiased, impartial third parties who are not connected to the product.
4. It gains respectability.
5. It helps advertising campaigns by giving messages greater authority.
6. It cuts through the chaos.
7. It avoids customer opposition to sales attempts.

He adds that there are drawbacks, such as the following:

1. The media are not under any real control.
2. It is challenging to integrate catchphrases and other marketing tactics.
3. Time and space for media are not guaranteed.
4. There are no accepted measurements of efficacy.

One of the main concerns of MPR critics, as well as Harris, is that MPRs might result in public relations being subordinate to marketing. However, MPR may still be utilized successfully if done correctly and in combination with other conventional public relations techniques and IMC components.

### **The Public Relations Process**

There are a number of conventional and marketing-focused duties involved in the actual process of performing public relations and incorporating it into the promotional mix.

### **Identifying and Assessing Public Opinion**

You now understand that public relations goes beyond criticism of a product or service to include people's views towards the company or certain concerns. You may start by asking why. Why does the company care so much about what people think? One reason is that these perspectives can have an impact on the company's product sales. As a consequence of consumer boycotts, a number of businesses have seen a reduction in sales. A few businesses who reacted to pressure from organised groups include Procter & Gamble, Coors, Nike, and Bumble Bee Seafoods. For Bridgestone/Firestone, which is 102 years old, a succession of SUV accidents caused serious issues.

Following the campaign, None of Firestone's 10,000 independent tyre dealers went out of business, and two years later, the company was on the mend. No one wants to be thought of as a horrible citizen, second. Employees of corporations may both work and reside in the areas in which they are based. Negative attitudes may affect employee morale and create an unfavourable work environment both internally and outside. Many privately owned firms, publicly traded companies, utilities, and the media conduct public opinion surveys because they are concerned about public views. There are many justifications for doing this study:

1. It offers suggestions for the planning process. Once the company has identified public attitudes, they serve as the foundation for the creation of programmes intended to maintain favourable viewpoints or alter unfavourable ones.
2. It acts as a warning mechanism beforehand. Once an issue arises, fixing it could take a lot of effort and money. The company may be able to see prospective concerns and solve them successfully before they develop into major problems by performing research.
3. Internal assistance is ensured. It will be much simpler for the public relations department to get the assistance it needs to deal with the issue if research reveals a problem or prospective problem.

4. The communication is more effective as a result. The company may create communications to address an issue better the more it comprehends it.

### **Creating a PR Strategy**

In a survey of 100 top and middle managers in the communications industry, more than 60% reported that their PR programmes consisted primarily of press releases, press kits for trade shows, and new product announcements<sup>13</sup>. Furthermore, these tools were not intended to be used as part of a formal public relations effort but rather were only used when necessary. In other words, more than half of the organisations questioned had no visible organised programme! As we have said, the public relations process is a continuous one that calls for formalised rules and processes for handling opportunities and difficulties. You should not launch public relations initiatives impulsively, just as you wouldn't create an advertising and/or marketing programme without a strategy. Additionally, the PR strategy must be included in the entire marketing communications plan. They both suggest a four-step process for creating a public relations plan: define public relations problems; plan and programme; take action and communicate; and evaluate the programme.

### **Creating and Carrying Out the PR Programme**

The public relations programme may need to go above and beyond promotion due to the many roles that public relations may be requested to perform. It may be necessary to use a larger definition of the target market, additional communications goals, and other messaging and delivery techniques. Let's investigate this procedure. Finding Relevant Target Audiences Public relations activities may have a variety of targets, each with a particular set of goals. Some could have a direct hand in marketing the goods, while others might have a distinct impact on the company. These audiences might be either within or outside of the company. The company's staff, shareholders and investors, residents of the neighbourhood, suppliers, and present clients are examples of internal audiences. Why are company consumers and members of the community considered internal as opposed to external? According to John Marston, this is so that the organisation may speak with these groups as they are already associated with it in some manner during regular business operations. People who are not intimately affiliated with the organisation are considered external audiences.

In order to establish goodwill or introduce new rules, methods, or even goods, it may be important to engage with these groups on a regular basis. A few examples might be useful.

#### **Employees of the Company**

The public relations programme often places a strong emphasis on maintaining staff morale and highlighting the outcomes of their efforts. Some ways to reach these audiences include company newsletters, announcements on noticeboards, paycheck envelope stuffers, direct mail, and annual reports. Personal communication techniques might be as official as a grievance committee that has been established or as casual as an office holiday party. Other social gatherings, such as company picnics or bowling teams, are also utilised to foster friendliness. Annual reports serve a variety of purposes, including educating this audience about the reasons why the company is performing well or poorly, the company's future intentions, and other information that goes

beyond financial data. As an example, McDonald's has utilised yearly reports to head off possible PR issues. In one report, McDonald's recycling initiatives were discussed in order to allay customer worries about waste; in another, a 12-page spread on food and nutrition was included. Similar tactics are used by other businesses, including shareholder meetings, video presentations, and various types of direct mail. The annual public interest report from General Motors describes the company's high standards for corporate responsibility and is sent to shareholders and members of the community. Additionally, GM publishes a sustainability report to inform interested parties on its advancement. These strategies have been used by businesses to attract new investors, to "bring home" more of their stock, to raise money to address specific issues, and to foster goodwill.

Residents of the neighbourhood where a company is situated or doing business are often the focus of public relations campaigns. Ads educating the public about the organization's initiatives, such as those aimed at saving turtles, lowering air pollution, and cleaning up water sources, may be used in such campaigns. Another motivation for engaging with these groups is to show people that the organisation is a good neighbour that cares about their wellbeing[10]–[12].

### **Customers and Suppliers**

An organization wants to have a positive relationship with both its customers and its suppliers. Customers may defect from a brand if they believe it lacks social conscience. Suppliers could have a tendency to act similarly. Sponsoring a PR campaign might sometimes provide immediate proof of its effectiveness. For instance, the "Just say no" to drugs campaign boosted the popularity of TV news programs, hospitals that offered drug rehabilitation programs, and companies that manufacture drug testing kits. Indirect signs that a PR campaign was successful include increased customer loyalty, decreased acrimony, or improved cooperation between a company and its suppliers or customers. A public relations campaign may sometimes have many groups in mind. For instance, San Diego Gas & Electric, the public utility provider for the San Diego region, has seen considerable consumer resentment as a result of its high prices. This issue became worse when a string of managerial errors led to even higher prices and SDGE revealed plans to construct a nuclear facility in one of the lagoons close to the coast, sparking objections from customers and environmentalists. Employee morale was poor, and neither stockholders nor prospective investors trusted the company.

The public relations strategy created to address these issues used a range of public and distribution platforms. Television advertisements taught people how to save energy, print advertisements outlined the justifications for government energy purchases, and public relations initiatives were created to encourage more neighbourhood contact. All target audiences now have much higher positive views as a result of these programmes. People who are not directly associated with the company may also be among the relevant audiences. External audiences include the media, academics, civic and corporate organisations, governments, and the financial community. The media, which determines what you will read in your newspapers or watch on TV and how this news is presented, may be one of the most important external publics. The media should be aware of the firm's conduct due of their influence. Companies communicate via conferences, interviews, and special events in addition to issuing press releases. Reporters are

always looking for interesting stories, so they are often open to receiving such material as long as it is done correctly. The media, in turn, are worried about how the public views them.

Educators several organizations make information about their operations available to educators. In an effort to spread awareness of their concerns and build goodwill, organizations like the Direct Marketing Association, Promotional Products Association, and Yellow Pages Publishers Association, among others, educate educators. These organizations and large organization's provide information about new developments, cutting-edge research, and other interesting topics. YPPA offers resources made especially for teachers. Since educators, like the media, regulate the flow of information to certain parties—in this instance, individuals like you—they are a target audience. The Wall Street Journal, The New York Times, and Advertising Age, among others, also make an effort to get teachers to include their publications in their seminars, as do BusinessWeek, Fortune, and Fast Company. Such use would increase magazine sales as well as give the media some legitimacy.

### **Civic and Business Organisations**

The neighbourhood Kiwanis, Jaycees, and other nonprofit civic organisations act as information gatekeepers. Financial donations from businesses to these organisations, speeches at events hosted by organisations, and sponsorships are all intended to foster goodwill. Positive public relations are also produced by corporate CEOs serving on the boards of charitable organisations. Government public relations often makes an effort to directly affect governmental authorities at both the municipal and federal levels. Successful lobbying may result in an item's rapid success, but laws that are costly to the company may cost it millions of dollars. Think about what Searle FDA approval of NutraSweet is meant to the company or what the beer and wine industries may experience if TV advertising were outlawed. When a state implements a helmet legislation, the bicycle helmet business occasionally sees a 200–400% boost in sales.

The beer sector was obliged to take action to resist legislation and other types of government interference after receiving decades of criticism from special interest organisations, much like the cigarette and alcohol industries. The beer industry's response was to support its political action committee, known as six-PAC, in order for the group to be more visible and active in its lobbying efforts in Washington, D.C. One of the first moves was to establish a new image for the industry, with a new slogan titled "Family businesses delivering America's beverage." Increased campaign contributions to candidates and pressures to look into organisations the industry felt were "gunning for beer" were also among the industry's other responses. The lobby's work has been successful. The beer business is unaffected and has a far better image, but cigarettes and alcohol continue to be attacked and have been subject to excise taxes. Financial Groups Potential investors and shareholders may also be relevant target markets, in addition to present shareholders. Financial advisers, lending organisations, and other parties must be kept up to date on new developments as well as financial information since they may lead to the establishment of new financing sources. These publics get a lot of information via press releases and company reports[13], [14].

### **CONCLUSION**



By combining marketing and PR efforts, collaboration makes it possible to make the most of each department's advantages and develop a communication strategy that is both more effective and unified. The way that marketing and public relations activities are carried out has changed as a result of the growth of social media, internet platforms, and personalised communication. To engage audiences and reach them successfully in a world that is becoming more digital and networked, organisations must adapt to new technologies and trends. This conclusion highlights the significance of roles played by public relations and marketing in accomplishing strategic communication objectives. Public relations is essential for establishing and preserving a brand's reputation as well as for cultivating fruitful stakeholder relationships, while marketing focuses on bringing value to consumers and earning income. A thorough and well-rounded communication strategy requires cooperation and synergy between these areas. In a communication environment that is continually changing, adjusting to digital innovations maintains the efficacy of marketing and public relations operations.

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## APPLYING THE PUBLIC RELATION PROGRAM IN CORPORATE ADVERTISING

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### ABSTRACT:

*Incorporate public relations (PR) ideas and strategies into advertising campaigns as part of a corporate advertising PR programme to improve brand recognition, credibility, and consumer involvement. The relevance of integrating PR tactics into corporate advertising is examined in this abstract, which also discusses the advantages, difficulties, and important factors to take into account while doing so. The need of matching corporate advertising goals with PR objectives is emphasised in the abstract's opening sentences. Corporate advertising seeks to advance the company's entire brand image, values, and reputation, while PR concentrates on cultivating a favourable stakeholder relationship, controlling perceptions, and responding to public issues. Organisations may develop a cogent and genuine communication strategy that connects with the target audience by incorporating PR methods with corporate advertising. The abstract explores the advantages of using a PR programme in business advertising. Advertising campaigns may improve brand authenticity, customer engagement, and consumer trust by using PR concepts such as narrative, openness, and credibility. The reach and effect of corporate advertising initiatives may be increased by the use of PR strategies including media relations, influencer collaborations, and community participation, which also promotes favourable brand connections and consumer loyalty.*

**KEYWORDS:** Advertising, Company, Marketing, Media, Strategy.

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### INTRODUCTION

The public relations programme has to be created and given to the recipients once the research has been done and the target audiences have been determined. For this reason, a variety of PR methods are accessible, including press conferences, exclusives, interviews, and community interaction. The Press Release The press is one of the most significant audiences. Information must be accurate, truthful, and relevant to the medium and its audience in order for it to be

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utilised by the press. A press release won't be utilised unless the content is relevant to the audience of the publication it is submitted to. For instance, financial institutions may send press releases to the editor of the business section of a general interest newspaper as well as to business trade media. Sports news also has its following, but radio disc jockeys are more interested in hearing about the debut of a new rock record than TV newsreaders are. Political personalities often hold news conferences, which we are all acquainted with. Even though businesses and organisations employ this distribution method less often, it may be incredibly efficient. Before an issue is likely to get coverage, it must be of significant interest to a certain group. Major successes, scientific discoveries, emergencies, or disasters often call for a national news conference. Local news outlets may cover local happenings, community activities, and the like. When a company has important news to share, such as the launch of a new product or marketing campaign, they often hold press conferences. When a new star is signed, sports teams utilise this tactic to get the fans' attention and interest. An international news conference was conducted by TV3, a Malaysian broadcast network, to announce the launch of an interactive TV service. In order to announce that it had signed Shakira to an endorsement deal, Reebok hosted a press conference and released a statement. Reebok would use the Grammy Award-winning musician in one of its advertising campaigns and support her tour. The IMC package also featured print advertisements, billboards, in-store displays, and consumer promotions[1]–[3].

Exclusives while most public relations campaigns aim to reach a wide range of audiences, one alternative tactic is to provide exclusive rights to a single outlet if it has a sizable readership within the target demographic. Posing an exclusive can make acceptance more likely. Look for the exclusives on the major networks and local stations as you watch television during the coming weeks. Take note of the fact that the media really uses these exclusives to market itself. Pay careful attention to the individual interviews whether you watch TV or read periodicals. Someone will often ask a particular question, and the company will respond with a spokesman. For instance, the president of the firm personally spoke with the press to outline the remedial measures the company will take when four people died after consuming contaminated hamburgers at Jack in the Box restaurants. Steve Ballmer, the president of Microsoft, participated in a number of personal interviews to discuss the company's stance in a legal dispute initiated by the US government. The network scored a big victory when Monica Lewinsky's first TV interview with Barbara Walters for ABC garnered some of the greatest ratings ever.

### **Community Involvement**

Participating in the local community helps many businesses improve their public perceptions. Membership in local groups like the Kiwanis or Jaycees, financial support for or active engagement in civic activities are just a few examples of how one might become involved in their community. For instance, when Hurricane Floyd caused such extensive devastation in the South, a lot of businesses helped families who were suffering losses. Small companies received interest-free loans from Retail Alliance totaling \$1 million. A local trade organisation also collected \$53,000 for victims in less than a week, in addition to \$5,000 from Lowe's shops and furniture from professionally designed model houses from the Franciscus Company, a condo developer in Virginia Beach. Hundreds of countries and companies from all around the globe sent relief to Venezuela after a flood there that killed thousands of people. Following the

Midwest floods, companies including Provident Bank, Parmalat USA, and Wal-Mart among others also took similar moves. Additionally, the media provided free airtime to help victims by organising events, advertising programmes and food drop-off locations, etc. Following the terrorist attacks of September 11, businesses from all around the globe provided victims with time, money, and other sorts of support in a number of ways. Following the war in Afghanistan, foreign nations helped the local population by donating food, clothes, equipment, medical supplies, and shelter.

The Internet has evolved into a channel for businesses and organisations to transmit information on public relations, as was briefly stated in Chapter 15. Companies have utilised the Web to build connections with the press, the government, investors, and the community, handle crises, and even engage in cause marketing, much as they would in the print medium. Businesses have used their websites to solve problems, as well as to give details about goods and services, store press releases, connect to other articles and websites, and provide listings of activities and events. Following indications of potential listeria contamination in October 2002, chicken producer Pilgrim's Pride announced the biggest meat recall in American history, a statewide recall of 27.4 million pounds of cooked sandwich meat. The corporation wanted to make certain that its goods were not to blame even if they were not directly related to the illness. Pilgrim's Pride held a press conference, released press releases, and posted material on its website to help with consumer education.<sup>19</sup> Other Internet tools, such as e-mails and e-mail newsletters, have also been utilised successfully.

Although there are many parallels between public relations efforts carried out in conventional media and those carried out online, according to Shel Holtz, there are three key distinctions between the two:

1. Due to the brief exposure durations on the Internet, there are less opportunities to attract attention.
2. The ability to create internal connections on the Internet allows one to provide the media quick access to other sources of information on a subject.
3. The capacity to deliver considerably more comprehensive information is provided by the Internet. While the Internet can actually supply quantities of information at the touch of a button or broadcast at the click of a mouse print and broadcast materials remain constrained by time and space constraints.

Furthermore, Holtz observes that although online public relations operations are growing and will continue to grow, PR professionals have been among the last to adapt the new technology. The Internet will eventually become a significant source of public relations operations, nevertheless, as more and more media professionals and PR professionals acquire confidence. Information may also be distributed via picture packages, bylined articles, lectures, and trade events. Of course, the nature of the subject and the level of interest among the media and its audiences will define the precise method of distribution.

### **Benefits and Drawbacks of PR**

Public relations, like the other components of the programme, has benefits and drawbacks. Among the benefits are the following:

The audience does not realise the organisation either directly or indirectly paid for public relations messages, hence they tend to have more trust than advertising because of this. Receivers may see the news as more accurate and reliable since the media are not paid for their informational services. For instance, readers may find a newspaper or magazine article detailing aspirin's benefits to be considerably more believable than an advertisement for a specific aspirin brand. Automotive awards given out by publications like Motor Trend are well renowned for having influence on prospective automobile purchasers. Now, marketers have discovered that even less significant media still matter a lot. In a 30-minute programme aired by roughly 300 public broadcasting stations, General Motors' Pontiac division emphasised that MotorWeek had named Pontiac "the best domestic sedan" and emphasised this honour. Similar to how Chrysler highlighted the accolades received by its Jeep Cherokee from 4-Wheel & Off Road publications, it has become customary for automakers to highlight their successes[4]–[6].

## DISCUSSION

An advertisement may be based on product news in and of itself. Shows how Olympus promoted their digital camera by using positive press from a number of sources. Numerous automakers have also benefited from the high customer satisfaction ratings J. mentioned in their advertisements. Independent research organisation D. Powers & Associates, which focuses on the automobile industry. The cost of public relations is very inexpensive, both in absolute and relative terms, particularly when the potential outcomes are taken into account. Although a company may hire public relations firms and spend millions of dollars on PR, for smaller businesses, this kind of communication could be the most cost-effective option. In Winston-Salem, a doughnut business named Krispy Kreme opened its doors in 1934. It was not a particularly well-liked or well-known national brand, despite the fact that the one shop gradually expanded into a network spanning 34 states. Then Krispy Kreme took off thanks to a successful PR campaign and an IPO that followed. Press coverage and free exposure now nearly completely replace the requirement for advertising when a new Krispy Kreme location opens. Numerous public relations campaigns just demand the time and money necessary to put it together and disseminate it; nonetheless, they still achieve their goals.

Stay away from clutter. Public relations communications are often not subject to the clutter of advertisements since they are frequently seen as news items. A report about the launch of a new product or a scientific discovery is viewed as a news item and is likely to get attention. Major newspapers and journals as well as all the networks highlighted Steven Jobs' announcement that he would be returning to Apple after working for another company for years. Some told the narrative in two- to three-minute intervals. Numerous enquiries follow news of technical advancements, medical breakthroughs, and the like practically immediately. These queries might provide the company with some top-notch sales leads. Ability to connect with certain groups. Some items have narrow market appeal, making it impractical to employ advertising and/or promotions to reach them. Public relations is the greatest technique to reach these people if the company has the financial resources to invest in promotional spending.

An organization's reputation may be improved with the aid of effective public relations. A positive reputation serves as protection against future bad luck. Seven individuals in the Chicago region died in 1982 as a result of swallowing Extra Strength Tylenol pills that had been laced with cyanide, for instance. Following the poisonings, Tylenol's market share decreased from 35 to just 6.5 percent in only one week. The product recovered thanks to effective public relations campaigns, which were paired with an existing positive brand and corporate image. A company or brand with a worse reputation would never have been able to recover. Another example is the recall of Firestone tires. Firestone was able to withstand the storm and get beyond the tragedy due to a solid reputation built over 102 years of operation. The possibility of not finishing the communications process is perhaps public relations' worst drawback. Public relations communications may cut through the noise of advertisements, but the recipient might not be able to link the dots. In the public's perspective, many companies' PR campaigns are never connected to their sponsors.

Mismanagement and a lack of coordination with the marketing division may also cause public relations to fail. Independent PR and marketing teams run the risk of having inconsistent messaging, duplication of work, and other issues. Establishing a solid program that is worthy of public attention and managing it effectively are the keys to successful public relations. The business must evaluate the success of the PR campaign to see if this programme is successful.

Evaluating the effectiveness of the public relations activities is crucial, just as with the other components of promotional programmes. The assessment provides additional benefits in addition to assessing how this programme element helps achieve communications goals:

1. It explains to management what results have been obtained via PR efforts.
2. It gives management a means to evaluate the success of public relations in numbers.
3. It provides management with a means of evaluating the quality of PR successes and endeavours.

The effectiveness of PR campaigns may be evaluated using a variety of factors. In addition, Raymond Simon proposes the following methods for carrying out the evaluation process:

**i. Individual perception and response**

At all organisational levels, employees should be subject to direct observation and appraisal by their superiors.

**ii. Goals and Outcomes Alignment**

The specific goals should be linked to events, actions, or media coverage in order to achieve the overall communications goals. An objective, quantifiable, and measurable aim, for instance, would be to publish a feature article in a certain amount of media. the team's strategy. Harold Mendelsohn proposes the team method, in which evaluators are really participating in the campaign, as a means of achieving attitude and behaviour modification via public information campaigns. The team establishes objectives and achieves them by cooperating and using research ideas.

**iii. Management with goals**



Together, executives and their managers determine the objectives to be met and the duties of the managers. Then, success is measured against these objectives as a benchmark. public perception and polls. Data may be gathered to assess the degree to which programme goals have been attained via research in the form of public opinion polls. You may utilise both internal and external audits. Internal audits entail evaluations of the employee's performance by supervisors or peers inside the company. Consultants, the client, or other parties from outside the organisation carry out external audits. There are several more assessment bases available. According to Walter Lindenmann, there are three levels of measurements: basic, which assesses the actual PR activities carried out; intermediate, which assesses audience reception and comprehension of the message; and advanced, which assesses the resulting perceptual and behavioural changes. Depending on their particular requirements, some organisations may utilise a mix of strategies. Hewlett-Packard, for instance, employs press clipping counts, awareness and preference surveys, internal evaluations, impression counts, and tracking studies [7]–[9].

The standards by which the programmes are assessed have evolved as PR has grown more marketing-focused. The public relations division will continue to include nonmarketing activities as part of its scope and as a foundation for assessment. The term "publicity" is the process of creating news about a person, thing, or service that appears in print or broadcast media. Public relations and publicity are often used interchangeably in marketing. In actuality, the public relations endeavour is a subcategory of publicity. But there are a number of significant variations. First, although public relations is a determined programme lasting over time, publicity is often a short-term tactic. Second, public relations is generally managed by the company or a representative of the company and is intended to spread favourable information about the company. On the other hand, publicity is not always favourable and is not always controlled or funded by the organisation. Both favourable and unfavourable publicity often comes from sources outside than the company. Publicity is typically managed and distributed by the department of public relations in most organisations. In this section, we go over some of the ways marketers utilise and respond to these messages as well as the part publicity plays in the promotional programme.

### **The Influence of PR**

The overwhelming strength that this sort of communication may provide is one of the things that most distinguishes publicity from the other programme aspects. Unfortunately, this power is not always used in the manner that marketers would prefer. A product or even a corporation might succeed or fail based on its public image. We previously spoke about Tylenol's sales suffering a significant decline after heavy media coverage of the company's goods being tampered with while on shop shelves. The marketing strategies used by Johnson & Johnson to promote healing were so effective that marketing students will continue to study them for years to come. Nearly all of the initial brand share had been recovered by January 1983. Odwalla promptly recalled the product, tightened safety controls, and compensated for the medical costs of people who were sick when the firm saw that its brand was at risk due to bad press brought on by tainted juice. In order to make information readily accessible to concerned clients, it also built a website and 800 lines. These efforts have resulted in the corporation regaining all of its market share.

Unfortunately, a marketer cannot always profit from favourable publicity or successfully curb the consequences of negative publicity.

Why does publicity have such a greater impact than either sales promotion or advertising, or even other types of public relations? First, publicity is quite trustworthy. Publicity, in contrast to advertising and sales promotions, is not often seen as being supported by the business. Customers thus see this information as being more objective and have greater faith in it. In fact, Consumer Reports, the outlet behind one of the previously mentioned cases, recently launched an advertising campaign to boost its reputation by emphasising that it does not take advertising and is thus able to be impartial in its assessments. Information about promotions could be seen as being sponsored by the media in which it appears. For instance, if Golf magazine reports about a breakthrough in the toughness of golf balls, it will help to advertise them. The magazine's assessment of the calibre of the chosen vehicle is reflected in the Car & Driver award for car of the year [10], [11]. The news value and frequent exposure that PR creates are still additional factors contributing to its influence. Awaiting the opening of the new Krispy Kreme location in Woodbury, Minnesota, excited customers camped around all night. The incident was reported by every local television station, some of which provided live updates from the site. The free advertising is often duplicated in other cities when Krispy Kreme establishes a location, and it happens for other highly known goods as well. Bottom line: People desire to share knowledge that has news value because publicity is news. Thus, publicity generates a significant quantity of unpaid, reliable word-of-mouth information about the company and its goods.

## CONCLUSION

The value of PR and advertising teams working together. These teams work closely together to achieve an integrated strategy where PR concepts and methods are effortlessly incorporated into advertising plans. The need of implementing a PR programme in corporate advertising to improve brand reputation, credibility, and customer involvement is highlighted in this abstract's conclusion. Organisations may develop a coherent and genuine communication strategy that connects with the target audience by incorporating PR strategies and techniques into advertising campaigns. Collaboration between the PR and advertising teams as well as meticulous research and strategic planning are necessary for successful integration. Organisations may successfully communicate their brand messaging, create favourable brand associations, and accomplish their communication and commercial goals by using a PR programme in their corporate advertising.

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## THE MANAGEMENT AND SPREAD OF PUBLICITY

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### ABSTRACT:

*In order to influence public perception, increase brand recognition, and change public opinion about certain people, organisations, goods, or services, publicity management and distribution are crucial. The fundamental components and tactics for efficiently handling and disseminating publicity to maximise its impact are summarised in this abstract. The significance of publicity management is covered in the abstract's first paragraph. In order to attract favourable attention and interest, information is disseminated via media channels. This practise is known as publicity. Strategic planning, coordination, and control of PR activities are necessary for effective management in order to guarantee that the intended message is delivered to the target audience. The abstract explores the foundational components of publicity management. It emphasises the need of having a clear PR plan, which involves defining goals, identifying target audiences, developing persuasive messaging, and choosing the right media outlets for distribution. To properly adapt the publicity strategy, it is essential to have a thorough awareness of the target audience's preferences, interests, and media consumption patterns. The necessity of tracking and analysing the dissemination of publicity is emphasised in the abstract. Organisations are able to evaluate the reach, engagement, and overall influence on public opinion by measuring the efficacy of PR initiatives. This feedback offers insightful suggestions for improving future public relations tactics and budget allocation.*

**KEYWORDS:** Advertising, Company, Marketing, Media, Publicity, Strategy.

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### INTRODUCTION

Some of the aforementioned cases were situations when the corporation did not have complete control over the publicity. Companies like KMart and Martha Stewart were unable to stop the

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media from publishing damaging material, even if in some cases it was their own error to let the information get out. Media outlets cover PR that becomes news when it happens, often in spite of the firm's best efforts. In these situations, the organization must respond to the possible harm that the news has posed. The issues at Tree Top started when it was revealed that children may get cancer from the chemical Alar, which some apple producers use to control apple growth. Despite written claims that Alar does not cause cancer from reputable scientific and medical authority, a small number of special-interest organizations were able to produce a remarkable quantity of negative publicity, worrying consumers and buying agents. Apples were removed off the menus in a few school districts, and applesauce and juice were also mentioned. Additionally, it sent a direct letter to dietitians and nursery directors. Consumers' confidence was restored and the product's safety was assured thanks to the campaign. However, in other situations, publicity has to be handled just like any other advertising medium. For instance, the bad publicity when Martha Stewart was charged by the SEC with insider trading had serious repercussions for her business. Sales declined, markets fell, and marketers held off on running commercials as they waited to see what would happen. Marketing campaigns may benefit from publicity. A number of children's toys saw considerable sales growth as a result of widespread favourable media coverage and word-of-mouth promotion. In the month after a CBS 60 Minutes story claiming daily moderate intake of red wine might lessen the risk of heart disease, sales of Cabernet Sauvignon climbed by an average of 45%. There are several such examples of the beneficial effects that publicity may have.

Marketers like to have the greatest amount of control over the moment and setting in which information is provided. The video news release, a promotional item created by publicists so that stations may run it as a news story, is one technique to do this. Most news outlets don't disclose it, and the videos seldom ever specify that they are created by the organization in question. Numerous pharmaceutical companies, including Pfizer, Aventis, and AstraZeneca, as well as GNC, Mercedes, Nieman Marcus, and others, have employed VNRs. Marketers are always learning more about publicity and public relations as part of their attempts to manage these activities. Books and courses on managing publicity are available. Each of the media types mentioned in these books—including TV, radio, newspapers, magazines, and direct-response advertising—is discussed in detail, along with how to give a presentation, who to contact, how to issue a press release, and other pertinent information. Along with tips on how to interact with the government and other legislative bodies, they talk about alternative media including news conferences, seminars, events, and personal letters. We advise you to read one of the numerous books on this topic since the amount of material is too great to include in a single chapter of this work [1]–[3].

### **Benefits and Drawbacks of Publicity**

Credibility, newsworthiness, considerable word-of-mouth communications, and the appearance of media endorsement are all benefits of publicity. Beyond the potential negative effects of exposure, timeliness and accuracy are the two main issues with its utilisation. The marketer may not always have perfect control over the timing of the exposure. The timing of the press release is completely up to the media if it is issued at all unless the press believes the material has a very high news value. As a result, the material can be made public early than intended or too late to

have an effect. Accuracy Press releases are a key tool for generating attention. Unfortunately, there are occasions when information is lost in translation, meaning that it is not always reported as the provider would want. As a consequence, incorrect data, omissions, or other mistakes might appear. Sometimes you wonder whether a PR piece and a press release are even discussing the same subject when you see one created based on the other.

### **Analysing the Impact of Publicity**

The techniques for evaluating the results of publicity are much the same as those that were previously covered under the more general category of public relations. We decided that it would be more fascinating to provide you with an actual example rather than rehash them here. Corporate advertising is one of the most divisive types of advertising. Corporate advertising doesn't promote any one particular item or service; rather, it is an extension of the public relations role. Instead, it is intended to promote the company as a whole by strengthening its reputation, taking a stand on a social problem or cause, or looking to become directly involved in something. Why is business advertising contentious? Several explanations are given:

1. This kind of advertising does not pique the attention of consumers. Consumer interest in corporate advertisements was found to be 35% lower than that of product-oriented advertisements, according to a Gallup and Robinson research published in Advertising Age. This may be because consumers do not comprehend the motivations behind such advertisements. Naturally, a lot of this misunderstanding is brought on by advertisements that lack effective communication.
2. It's an expensive sort of pleasure. Companies have been charged of using corporate image advertising only to stroke the egos of upper management. This argument is based on the fact that writing corporate advertisements is difficult. The senior management often influence the text of the advertisement, and the language reflects their beliefs and perceptions of the company since the message to be transmitted is not as definite and specific as one intended to position a product.
3. The company must be having problems. Some detractors contend that businesses only use corporate advertising when they are in difficulty, either financially or publicly, and are doing so in an effort to fix the issue. Corporate advertising comes in a variety of formats, each with specific goals. These detractors contend that the company was improperly managed, which is why these goals have only become significant.
4. Spending money on corporate advertising is a waste. Critic's claim that the money may be better used in other areas since the advertisements are not understood, do not immediately appeal to anybody, and do not promote anything in particular. Once again, this notion is largely supported by the fact that corporate image advertisements often have an intangible quality. In most cases, they do not expressly request a purchase or investment. We at



Ketchum are certain that it is feasible to gauge the success of public relations campaigns. We also firmly think that evaluating the success of public relations may be done quickly and affordably. Our two-step strategy for measuring public relations strategically entails: establishing highly specific and well-defined public relations goals and objectives in advance, and identifying the levels of measurement that are essential to the organization in assessing the success of the organization's particular public relations goals and objectives.

## DISCUSSION

Creating a favourable image for the company and conveying the organization's stance on social, business, and environmental concerns may be the two objectives of corporate advertising. Additional applications include: improving labour relations and raising staff morale. assisting newly deregulated businesses in reducing investment and consumer anxiety. helping diversified businesses create a parent company identity rather than depending just on brand identities. These goals show that corporate advertising aims to promote the organisation as well as its ideas to both internal and external audiences[4]–[6].

### Corporate Advertising Formats

By using image, advocacy, or cause-related advertising, marketers try to achieve the goals of corporate advertising. Each shape is created to accomplish certain objectives. Promotion of the company's overall image is the focus of one kind of corporate advertising. A multitude of goals, including building goodwill both internally and internationally, establishing a position for the business, and producing resources—both human and financial—can be achieved via image advertising. Several techniques are employed:

#### 1. Positioning or general image advertising

The display demonstrates Tyco's efforts to position itself as a market leader and healthcare authority rather than a toy manufacturer. In an effort to project a fresh image, a number of businesses have created new names, such as Accenture, Verizon, and Allianz. To try to modify an established image, other businesses and organisations have utilised image advertising. The American Medical Association sponsored a series of advertisements showing physicians in a more sympathetic light in response to its less than favourable reputation among many Americans who regarded doctors unfavourably. It invested more than \$1.75 million to show off the compassionate, kind, and thoughtful qualities of AMA members. Penthouse magazine made an effort to improve its reputation with advertisers by publishing advertisements in trade publications that demonstrated Penthouse was more than simply a publication featuring photographs of naked women. The advertisement promoting American pharmaceutical firms paints a highly positive picture of the sector. Shareholders of Philip Morris Company, Inc. approved changing the company's name to Altria Group, Inc. in 2002. Philip Morris CEO Geoffrey Bible said that the name was being changed to represent the reality that the firm was no longer merely a tobacco manufacturer and that the new name better reflected its variety. Altria is

derived from the Latin phrase meaning to "reach higher." Others claim the action was an effort to distance itself from the poor reputation of smokes.

## 2. Sponsorships

Corporate image advertising by a company is often seen during TV specials or programmes. The Hallmark or IBM specials and documentaries on network television, for instance, or Mobil and Gulf Oil programme sponsorships on public television, are just a few examples of how the company is marketed as a good corporate citizen. The company expects that its affiliation with excellent or instructional content will have a positive ripple effect on its own reputation. There are also sponsorships offered by GM, McDonald's, Provident Financial, Outback Steakhouse, and others. Sponsorships are a significant component of Visa's integrated marketing communications. The Olympics, the American Decathlon Team, the American Basketball Dream Team, and the U.S. Gymnastics Federation, the U.S. The Open Tennis Championships and the MLB All-Star game. The sponsorships are intended to achieve certain corporate goals while providing support for the beneficiaries, according to John Bennett, senior VP for international marketing communications. A few of the businesses who thought an Olympic sponsorship would be beneficial for them.

## 3. Recruiting

You may be interested in Mattel if you want to work for a creative, family-focused organization. You may see this kind of corporate image advertising in action in the Sunday employment section of most large metropolitan newspapers. Examine the advertisements in these publications and the pictures the businesses are portraying.

## 4. Generating funding

Some corporate advertising aims to attract investments to the business. By cultivating a more positive reputation, the company attracts new stock buyers and investors. More investments equate to more working capital, more funding for R&D, and so on. In this case, corporate image advertising is virtually trying to close a deal since the company itself is the product. There isn't any hard proof that corporate image advertising increases investment, although at least one research demonstrates a relationship between stock price and the volume of corporate advertising. Companies that invest more in corporate advertising also often have equities that are more expensive. Image is not a one-dimensional phenomenon. Numerous factors influence it. The most respected companies did not get to their positions only via word of mouth and exposure. Only a few commercials cannot build a strong business image. A few of the elements that affect overall image are innovation, quality of goods and services, strong financial management, effective corporate citizenship, and clever marketing. Emotional appeal and the sort of goods being advertised are further factors. The aforementioned poll showed that reputation has staying influence once it is established and that profits and stock performance have nothing to do with it. Companies are ranked differently on key corporate attributes such as emotional appeal, social responsibility, workplace environment, and vision and leadership, according to a study by Harris Interactive and the Reputation Institute. Some of the findings of Business Ethics magazine's analysis of the 100 best corporate citizens for 2002.

### Event sponsorships

As we said in the previous section, corporate support for charities and causes has grown to be a common strategy for public relations. While some businesses use sponsorships to support certain events and/or causes with a focus on more conventional public relations goals, a different and more marketing-focused usage of sponsorships is also on the rise. Such event sponsorships might take many different shapes. In 2002, businesses invested over \$9.5 billion in event sponsorships, with sports taking the lion's share of the funding. Auto racing, golf and tennis competitions, and running competitions are some of the most often sponsored athletic activities. Large sums of sponsorship money are also given to Olympic teams and competitions as well as professional sports leagues and teams. Corporate sponsorship is also growing for water activities like skiing, beach volley, and cycling. Historically, the biggest sponsors of sporting events have been the tobacco, alcohol, and automobile industries. Now, a lot of additional businesses, such as beverage companies, airlines, telecommunications and financial services providers, and high-tech corporations, are interested in event sponsorship.

Because event sponsorship puts their brand names in front of customers, many marketers are drawn to it. Companies may get awareness among their target market by selecting the appropriate events for sponsorship. For instance, RJR Nabisco actively supported motor racing with the sponsorship of its Winston and Camel cigarette brands. The market research conducted by the company revealed that racing enthusiasts fit the demographic profile of brand users and that consumers would buy a product that supported their favourite sport. For tobacco companies, which are not permitted to advertise on radio or television, event sponsorship is another way to get their names seen on TV. In 1996, President Clinton signed an executive order that would have prohibited all cigarette sponsorship advertising at sports events beginning in 1998. The tobacco industry appealed this ruling in court, arguing that it violates the First Amendment to forbid the promotion of a legal product. In 2000, the Supreme Court overturned the law, though a settlement did impose additional restrictions on these sponsorships. Several international sports are currently considering such bans.

Because successful IMC programmes can be developed around them and marketing ties to local, regional, national, and even worldwide markets can be formed, event sponsorships are attractive to a lot of businesses. Companies are discovering that event sponsorships are a great PR tool as well as a platform from which to develop equity and affinities with target audiences. Most businesses target certain market groups with their marketing initiatives and are always seeking for new methods to connect with their target customers. The use of sales promotion methods including event sponsorship, competitions, sweepstakes, and sampling to target certain geographic, demographic, psychographic, and ethnic audiences is becoming more popular among marketers. Today, event sponsorship is a successful sales promotion technique for addressing a variety of target customers. Golf tournaments are a popular event for luxury car and other upmarket goods and services marketers to sponsor. Marketers assume that golfers care strongly about the game, which causes them to develop emotional ties to brands they identify with the sport. The golf audience is wealthy and well educated.

Additionally, marketers may use sponsorships as possibilities for integrated marketing that are successful. For instance, Cadillac is a major sponsor of the Senior PGA Tour, which fits with its

strategy to attract pros over the age of 40 who earn more than \$60,000. The sponsorship agreement includes car displays and on-site signage. The Team Cadillac golfers, which includes well-known players like Lee Trevino and Arnold Palmer, wear the automaker's insignia during competitions and also assist in public relations by participating in tie-in events and delivering media interviews. Dealers send up to 20,000 direct mail pieces to owners and potential customers in the weeks before an event urging them to stop by for a test drive, to pick up tournament tickets, and to pick up hospitality cards. Response to the direct mail offers was typically 16%. Additionally, Cadillac receives automobile advertising exclusivity on the ESPN broadcasts, and it often runs advertisements with the members of Team Cadillac. Since its engagement with the tour began in 1990, Cadillac has directly attributed \$250 million in automobile sales to it. The monetary amount is derived from sales tracking to prospects who engage with Cadillac's direct-marketing campaigns created around the competition. Inadequate research is still a significant problem for the event sponsorship sector. Marketers will demand more proof that event sponsorship is successful and offers a decent return on their investment as they become interested in targeted audiences. determining the value of event sponsorships.

A third important kind of corporate advertising is advocacy advertising, which focuses on economic, social, or environmental problems. This kind of advocacy advertising focuses on disseminating concepts and clarifying contentious social problems of public significance in a way that serves the interests of the sponsor. Advocacy advertising still projects an image for the business or organization, but it does it subtly by taking a stand on a certain topic rather than promoting the latter outright. The use of advocacy advertising has grown over the last several years, as has criticism of it. The advertisements, which may be sponsored by a company or a trade group, aim to inform readers about the operations of the company or the management's stance on a specific topic. Advertising may sometimes be a reaction to bad press or the company's failure to successfully convey a crucial message via public relations channels. Sometimes a company only wants certain ideas to be recognized or for society to be aware of its issues. Several sources have criticized advocacy advertising. AT&T started using issue-focused advertising in 1908 and has continued to do so for the whole of the 20th century. Critics claim that businesses with enormous advertising budgets buy excessive amounts of ad time and space, and that advocacy commercials may be deceptive, but there are also the same checks and balances at work here as there are with typical product advertising[5]–[7].

For instance, several members of Congress thought an advertisement by the seven regional Bell operating companies that addressed the danger posed by Japanese technology in the communications business was insulting and Japan-bashing. The campaign was promptly stopped once the advertisement backfired, and the company that created it was fired. Of course, the reader will always be the final arbiter. Advertising with a social cause Cause-related marketing, in which businesses partner with charities or nonprofit organisations as contributing sponsors, is a growingly popular technique for branding. The business gains favourable publicity, while the charity gets much-needed funding. Since 1990, the amount spent on cause-related marketing has grown by more than 300 percent, reaching \$828 million in 2002. Because marketing proponents assert that affiliation with a cause may set one firm apart from another, boost customer acceptance of price rises, produce positive press, and even win over officials who may have an influence on the business. Relationships in cause marketing may take many different shapes.

Some of the ways businesses get engaged include through making direct financial contributions to nonprofit organisations, having businesses volunteer for the cause, contributing goods or services, airing PSAs, or even providing refreshments at events.

corporations often reap financial incentives in addition to the favourable public relations that come from supporting causes—80% of consumers feel that corporations that support causes are seen more favourably.<sup>43</sup> Sales rose by 17 percent as a result of Visa's "Reading is Fundamental" campaign, by more than 33 percent after Wendy's International in Denver donated a portion of sales to Denver's Mercy Medical Centre, and by more than 10 percent when BMW sponsored a programme to eradicate breast cancer. However, not every cause marketing is guaranteed to be successful. Cause marketing takes time and effort, and it involves more than merely identifying with a social problem. Companies have gone into difficulty by misrepresenting their relationships to customers, while others have squandered money by partnering with an initiative that presented no opportunity for synergy. According to a study, over 300 businesses have ties to breast cancer awareness, with the majority being buried in sponsorship noise. Others have just chosen the incorrect cause, discovering that their current and future clients are either uninterested in or dislike the cause. Some people see cause marketing as nothing more than shocking advertising. Finally, it might be challenging to measure the outcomes of cause-marketing initiatives.

### **The benefits and drawbacks of corporate advertising**

When you consider the benefits of this kind of communication, many reasons for the rise in popularity of corporate advertising become clear:

1. It is a great tool for positioning the business. Like goods, businesses must carve out a niche for themselves in the market. One approach to achieve this goal is via corporate image advertisements. A product with a strong positioning is significantly more likely to succeed than one with a hazy or no image. The firm is the same way. Take a minute to consider the picture that pops into your head when you hear the names IBM, Apple, Johnson & Johnson, or Procter & Gamble. What now springs to mind when you hear the names Unisys, USX, or Navistar? How many consumer brands that are part of ConAgra's business family can you think of? While we don't want to imply that the later companies aren't successful—they undoubtedly are—we are implying that their corporate identities are less firmly established than those of the first listed companies. Companies with strong, favourable corporate identities have a competitive edge over rivals that may be increased when they actively market the business as a whole.

2. It makes use of the advantages associated with public relations. The media's focus on these events has decreased as businesses' PR efforts have grown. As a consequence, there is no assurance that a company's public relations efforts will result in press attention and publicity. Although customers may not see corporate image advertising as favourably as information from an independent source, it nevertheless effectively communicates what has been accomplished.

3. It reaches a certain target audience. Public-facing advertising for corporations shouldn't be directed towards them. Instead of the general public, it is often aimed towards investors and management of other companies. If the target market enjoys this type of communication, it doesn't matter if the wider audience does not. This kind of advertising could be successful in



achieving its goals in this regard. Corporate advertising has certain drawbacks, some of which were hinted at earlier in the chapter. We may respond to these concerns with the following:

**i. Uncertain efficacy**

The idea that corporate advertising is effective is not well supported by substantial data. The prior evidence that showed a connection between stock prices and corporate image advertising is contested by many. In contrast to the 55 percent influence attributed to financial considerations, corporate advertising explained just 4 percent of the variability in the company's stock price, according to a research by Bozell & Jacobs Advertising of 16,000 advertisements.<sup>45</sup> Another study challenges past research that claimed corporate advertising was effective.<sup>46</sup>

**ii. Ethics or constitutionality**

Some detractors claim that since bigger companies have greater resources, they may unfairly influence public opinion. The courts ruled in favour of the advertising on this issue. However, many consumers continue to see such advertising as unfair and have an unfavourable opinion of the sponsor. Both arguments in favour of and against corporate advertising have some merit. There are two certainties: The popularity of this communication method is growing despite the fact that nobody can agree on who is correct.

**Evaluation of Corporate Advertising's Impact**

As you can see from our examination of the debate around corporate advertising, there must be techniques for determining the efficacy of such advertising. Conducting attitude surveys to learn more about how the general public and investors react to commercials is one technique to assess the success of corporate advertising. One of the most well-known uses of this measuring technique is the Phase II study carried out by market research company Yankelovich, Skelly & White.<sup>47</sup> The business examined recollection and sentiments towards corporate marketers and discovered that corporate advertising is more effective than product advertising alone in increasing recall for a company name. On almost every attitude metric, frequent corporate advertisers outperformed infrequent corporate advertising.

1. Research linking corporate marketing to stock prices. One of several studies that have looked at how different aspects of corporate advertising affect stock prices is the one by Bozell & Jacobs. Contradictory findings from these research suggest that, even if the model for such measurements seems to be rational, methodological issues may be responsible for at least part of the disparities.
2. Focus group studies. Focus groups have been utilised to learn what investors want to see in advertisements and how they respond to finished advertising. This approach has drawbacks, much like product-focused advertising, but it also enables certain useful metrics.

While some of the techniques used to assess the efficacy of product-specific advertising have been applied to corporate advertising, research in this field has lagged behind consumer market trends. They are often not intended to promote a particular item or service, making it more difficult for the customer to understand the purpose of the communication. Public relations has



proven effective in both its conventional duties and in a more marketing-focused function. In some businesses, PR is seen as a support system; in others, it is a distinct department that operates independently of marketing. Similar to how they have an outside advertising agency, many major companies have an external public relations agency.

Another element, the absence of control over the public's communication, comes into play in the case of publicity. The organisation maintains far greater influence and remains the source in public relations and business advertising. Although publicity often adopts a more reactive than proactive stance, it may be more important to the success of a product or organisation than all other types of publicity put together. Even while not all publicity can be controlled, the marketer nonetheless has to be aware of its potential influence. The management of information and press releases are only two of the things the corporation may handle. Other obligations include having a plan for dealing with uncontrolled situations and the appropriate response. Corporate advertising has been characterised as contentious, in large part because the regulations for other types of advertising and promotion are often ignored since senior management is the message's source. There is no doubt that this message belongs in the promotional mix. But for it to be successful, each of the other components must be employed, and certain communication goals must be in mind. Finally, we pointed out that, like all other components of the promotional mix, each of these programme aspects requires assessment and control mechanisms. We discussed several techniques for taking these metrics as well as some justification for their importance. Public relations, publicity, and corporate advertising components must adhere to the same guidelines as the other components of the promotional mix as long as they are seen as essential parts of the entire communication strategy[8], [9].

## CONCLUSION

The emergence of social media and the fragmentation of conventional media channels are only two examples of the shifting media environment that organisations must manage. Additionally, proactive and deliberate communication is needed to manage any bad press or crises and minimise reputational harm. The importance of efficiently handling and disseminating publicity to influence public opinion and raise brand recognition is highlighted in this abstract's conclusion. Organisations may maximise the impact of their publicity efforts by defining a clearly defined publicity plan, choosing suitable media outlets, connecting with target audiences, and measuring campaign effectiveness. A thorough awareness of the preferences of the target audience, strategic communication, and flexibility to react to the changing media environment are necessary for the effective management and dissemination of publicity.

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## ROLE OF PERSONAL SELLING IN THE INTEGRATED MARKETING COMMUNICATIONS PROGRAM

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### ABSTRACT:

*Using product placements, sales promotions, and other IMC tools, the chapter opener displays only a few of the ways businesses try to encourage salespeople and how they are incorporating the personal selling role into the broader marketing communications programme. The way in which personal selling operations are carried out and how competitive firms will be in the future have both been significantly impacted by the shifting market. Although we acknowledge the value of personal selling and the part it plays in the overall effort to market and promote, that it is not emphasised in this work. In most cases, the sales manager, not the advertising and promotions division, is in charge of personal selling. According to a research by Sales & Marketing Management, sales and marketing are completely distinct divisions in 46% of the organisations examined. However, personal selling adds significantly to the advertising strategy. As you can see from the chapter's opening, personal selling is combined with other IMC tactics, and the salespeople themselves are often the recipients. A company must include the responsibilities and functions of its sales force into the communications programme in order to establish a successful promotional campaign. Strong departmental coordination is also required. This chapter focuses on the function that personal selling performs within the IMC programme, the benefits and drawbacks of this programme component, and the methodology for assessing its contributions to the achievement of communications goals. We also look at how personal selling works in conjunction with other programme components, both to provide and receive help from them.*

**KEYWORDS:** Advertising, Direct Marketing, Marketing, Personal Selling, Sales.

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### INTRODUCTION

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Selling via a person-to-person contact method is known as personal selling. Depending on a range of variables, such as the kind of business, size of the organisation, and nature of the product or service being promoted, personal selling focus differs from company to company. In industrial businesses, personal selling often dominates, although it is less important in businesses that produce low-cost consumer nondurable items. These responsibilities are shifting in several sectors to a more equal usage of promotional programme components. Personal selling works in conjunction with the other components of the promotional mix in an integrated marketing communications programme, not as a replacement for them. Manufacturers may advertise and promote their goods directly to customers via direct marketing initiatives, promotions, and/or advertising, or they can do it in a more indirect way by using resellers and salespeople. The duties and particular activities that salespeople do may vary depending on the function that the organisation has established for them, but they are all ultimately intended to further communications and marketing goals[1]–[3].

Personal marketing is different from the other communication methods described so far in that communications are conveyed directly from a sender to a recipient. This open and direct communication enables the sender to receive and assess comments from the recipient right away. Compared to many of the other media mentioned, this kind of communication, called dyadic communication, enables more precise message customization and more intimate exchanges. The message may be modified to specifically target the needs and desires of the recipient. This capacity to concentrate on certain issues is necessary in some circumstances; a standard communication is insufficient. Think such a scenario where an engineer is the salesman and the client is an industrial buyer. The salesman must be aware of the client's unique requirements in order to effectively market the company's goods and/or services. The criteria may be understood by comprehending the tensile strength of the materials or by being able to interpret blueprints or drawings. Or let's assume a salesman works for a computer graphics company. A software program's creation to address an issue specific to this client may fall within his or her purview as part of the sale. These duties cannot be completed by mass communications. Not just in industrial settings, but also in the consumer market, personal selling is essential.

The famous businessman Marshall Field once observed, "The salesperson's proximity to a potential customer is the most crucial three feet in business."<sup>2</sup> Selling to customers and resellers require personal interaction. Consumer goods businesses need to ensure distribution encourage resellers to carry and advertise the product, and other things.

### **Assessing the Function of Personal Selling**

When creating a promotional programme, a manager must first determine the precise duties of personal selling and the position it will play in relation to the other components of the promotional mix. Management should be led by four questions to identify its role:

1. What specific data must be shared between the business and prospective clients?
2. What are the alternate methods for achieving these communication goals?
3. How well does each solution carry out the required exchange?
4. How economically viable is each option?

Deciding what data should be transmitted. The salesperson may have a variety of messages to communicate, such as raising awareness of the product or service offering, outlining product benefits for evaluation, launching a trial, and/or closing the sale, in accordance with the goals established by the communications models. It could also be required to provide clarification, dispel myths, and identify any possible unmet requirements. The functions of advertising and sales promotion, direct marketing, and public relations/publicity were covered in earlier chapters. The benefits and drawbacks of each of these programme components should be taken into account when creating the promotional mix. Comparing the relative efficacy of available options. Each programme component's efficacy has to be assessed in light of the target audience and the desired outcomes. Personal selling works well in many circumstances, but there are other programme components that could be more appealing. Advertising, for instance, may be more effective at repeating messages or delivering a single, consistent message to a big audience. Figuring out the cost-effectiveness. The expense associated in personal selling is one of its main drawbacks. In industrial environments where a single transaction might be worth millions of dollars, the cost of a personal sales call might not be prohibitive, but in a consumer market, the same cost can be unaffordable. The needed message could be more cheaply conveyed via other media.

### **What Personal Selling Is About**

We must comprehend the nature of this instrument in order to incorporate the personal selling effort into the larger promotional programme. Let's first take a look at how personal selling has changed through time before going over some of its traits. Several duties are included in the process of personal selling. These duties are subject to regular change, much like other components of the promotional mix. Thomas Wotruba stated that the personal selling industry is continually changing along with the marketing environment.

#### **i. The provider**

Selling operations are restricted to taking orders and delivering the supplier's available product to the customer.

#### **ii. The persuader**

Selling entails making an effort to convince customers to purchase the supplier's goods and services.

#### **iii. The prospector phase**

Finding specific customers who are thought to require the product and have the funds and power to purchase it is one of the activities.

#### **iv. The solution step**

Selling entails enlisting the help of customers to define their issues, which are then converted into requirements, and then providing a choice from the supplier's goods that fits those needs and can address those problems.

#### **v. The procreator phase**

Through active buyer-seller cooperation, selling identifies the challenges or demands of the buyer and their answers before creating a market offering specifically suited to the client. According to Wotruba, businesses that go through these five phases must adopt various organisational structures, employment schemes, and remuneration plans as well as varied market orientations. To maximise the impact of communications, each stage requires a new promotional strategy that is combined with personal selling.

### **The Personal Selling Revolution**

As was previously said, the business world is undergoing a very fast transformation as people and organisations acquire more knowledge and economic clout, value is replacing efficiency, and industry borders are shifting—for instance, rivals are cooperating to increase their purchasing power.<sup>6</sup> According to Kevin Hoffberg and Kevin Corcoran, this will have a substantial impact on the sales force's job. Salespeople will need to take on additional duties in addition to the ones indicated by Wotruba in order to stay effective. In other words, salespeople will do the following in addition to being information providers, proximity influencers, and demonstrators:

1. Surveying—learning more about the companies that their clients work for and constantly evaluating these firms and their clients to assume a position of qualified authority.
2. Mapmaking, which involves developing a solutions strategy as well as an account strategy. This entails developing a strategy, going through it with the client, and changing it as necessary to account for changes.
3. Guiding: Providing customers with additional value by seeing possibilities and challenges, suggesting other ideas, and proposing workable solutions.
4. Lighting a fire under consumers, motivating them to commit to a solution.

According to Hoffberg and Corcoran, this new position will add value and foster relationships between the buyer and seller.

### **Building Relationships**

As previously said, personal selling is transitioning from an emphasis on persuasion tactics to a much more marketing-oriented collaboration with the consumer. With this expanded function, the seller must think much more broadly, have more knowledge, and utilise more of the many promotional methods. The goal of the contemporary salesman is to develop a mutually beneficial long-term connection with customers by acting as a solutions provider for them. According to its definition, relationship marketing is "an organization's effort to develop a long-term, cost-effective link with individual customers for mutual benefit."<sup>8</sup> The sales representative attempts to build a long-term relationship rather than concentrating on a quick transaction. Additionally, to enhance the connection, the sales department collaborates with marketing to employ strategies like database marketing, message differentiation for various target audiences, and tracking of promotional impacts. For instance, a lot of businesses have employed customer relationship management solutions. To assess profitability at the individual account level, these businesses—among them Sears, Wells Fargo, Sony, and GM—make extensive use of their databases on



purchasing behaviour and the number and length of customer contacts. Companies like Seibel Systems, SAP, and PeopleSoft now provide software to help develop CRM programmes. By compiling databases of customers with comparable traits, AT&T can identify individuals who are most likely to be upsold. According to Copulsky and Wolf, such marketing overcomes the traditional lines between personal selling and other promotional methods by using a more personalised style of communication. According to Pepper and Rodgers, relationship creation also requires trust; if the consumer does not trust the salesman, there is no connection and the transaction would solely be driven by price. In a long-term partnership, the buyer and seller work together on current and future transactions[4]–[6].

According to some analysts, adopting a CRM strategy would necessitate sales managers creating unconventional sales methods. Companies will need to adopt a more strategic, less tactical approach, according to Ingram and colleagues, who stress that this effort will be aided by the use of developing technology. The amount of qualified and converted leads generated through a medium, according to Bob Donath, who is in agreement, will be less significant. Donath says that in order to succeed, a firm will need to utilise more complex CRM programmes, be more selective about its use of websites and banner adverts, as well as print media, and direct marketing will play a bigger role. Personal Selling's Costs Personal selling makes up a significant amount of the communications effort and may use the majority of the promotional budget in certain sectors. This is true since this function receives a lot of attention and is a costly form of communication owing to its benefits over other communication channels. Depending on the sector, the average cost per sales call may range from a low of \$276 in the food sector to \$354 in electronics. These numbers look absurd when the expense of a sales call is contrasted with the cost of a message sent through other media. These expenses might be as little as 3 cents, as we observed in previous chapters. But using these figures as-is might result in unfair comparisons. We must take into account the nature of the call, the desired outcomes, and if other programme components might convey the message as effectively when evaluating the expenses of personal selling. The greater expenses may not be able to be avoided.

When you consider that it is probable that it will take more than one sales contact to consummate a purchase, the expenses of personal selling are considerably greater. This is particularly true in the building and construction sector, where a contract may be closed in 3.34 sales calls as opposed to 6.5 visits in the electronics and computer manufacturing sector. The average for the sector is 5.12. The cost per sale is now considerably more frightening, as you can see by using simple multiplication.

## DISCUSSION

In general, personal selling is a costly kind of advertising. However, it often involves more than simply communication, and the benefits could even outweigh those of the other programme components. Responsibility for Individual Sales Selling and marketing Salespeople are divided into three groups by management: order taking, innovative selling, and missionary sales. Of course, not all businesses approach each of these duties equally, nor are its salespeople constrained to just four duties. Beyond this, personal selling now involves additional duties. Finding potential customers, identifying unmet needs and wants of customers, recommending a solution to these unmet needs and/or wants, showcasing the firm's and its products' abilities to

deliver this satisfaction, closing the sale and taking the order, and following up and servicing the account are all possible job requirements. Let's talk about these job categories and some of the duties that each one is responsible for:

### **1. Finding potential consumers**

Finding and qualifying potential consumers is a step in the process of finding new clients. Prospects and leads need follow-up from salespeople. They must also ascertain if these prospects are qualified prospects, that is, capable of purchasing the goods and making the necessary payments. Exhibit 18-3 is a promotional piece for a business that assists sales teams in locating qualified leads. A San Francisco-based software business called Macromedia utilises an automated lead tracking system to assist with this. The system collects all leads, which are subsequently qualified via phone, fax, or online using pre-written scripts and quizzes. Each lead is then assigned to the right salesperson after being organised by "grade" and priority status by the system. Some companies that employ a web-based system include Dell and Cisco[7]–[9].

### **2. Establishing client requirements and preferences**

The salesman now selects how to approach the prospect after gathering additional information about him or her. The salesperson must ascertain the customer's requirements and desires and confirm that the individual being contacted is competent to make the transaction. In certain cases, the salesman may have to help the consumer figure out what they need.

### **3. Making a suggestion to meet the requirements and desires of the consumers.**

Here, the salesperson suggests a potential fix for the issue or requirements of the prospective client. This can mean offering the prospect facts they hadn't thought about or pointing out potential other alternatives. The salesman serves as a systems supplier, as was already said.

### **4. Showcasing the capabilities of the business and its offerings.**

At this point, the salesperson displays the prospect the firm's strengths and explains why it is the clear option. Corporate image is significant to the salesman, as one would anticipate.

### **5. Complete the deal.**

Getting the prospect's commitment at the close is the most important component of any sales presentation. This is the chore that many salesmen find the most challenging. Many sales representatives are skilled at prospecting, determining the requirements of customers, and giving presentations, but they are hesitant to ask for the sale. Most managers collaborate with their sales teams to clinch deals and guide hesitant or unsure customers towards a choice.

### **6. Aftercare and account maintenance.**

Once a transaction has been made, the sales team's obligations continue. Maintaining your current client base is significantly simpler than finding new ones. Some benefits of keeping clients satisfied via follow-up actions include maintaining customer loyalty, earning repeat business, and having the chance to cross sell—that is, offer more items and services to the same customer. Follow-up is required and anticipated when using a relationship marketing approach as opposed to a selling approach. The ability to analyse the scenario on-site and modify the sales

message appropriately is one of a salesperson's main advantages. This chance isn't presented by any other promotional component. The effective salesman continuously assesses the circumstance, takes note of the receiver's reaction, and tailors the message to the client's requirements. Although you may anticipate that this activity would be simple, that isn't always the case. Buyers may fail or are unable to adequately explain their demands. Other times, the salesman must assist the customer in solving an issue. Salespeople are being expected more and more to help customers make decisions. The ability of salespeople to participate in planning and decision-making increases the buyer's trust in them and strengthens the connection.

Sometimes the justification a consumer cites for making a purchase is not the real one. Contrary to popular belief, purchasers don't always base their judgements on logical, impartial considerations. Many purchasing choices are based on what may be described as nonrational factors, even in industrial markets or reseller marketplaces. This is a crucial realisation since it is commonly accepted that these buying circumstances require less emotion and more reasoned decision-making than many consumer purchases. Consider the issue a marketer faces. A business may fail to close the deal if its advertising and promotions solely appeal to logical buying factors. However, how could a marketer possibly be aware of all the non-rational or emotional factors influencing the choice, much less incorporate this knowledge into its messages? The only method to identify and address the diverse buying reasons may be via personal sales efforts. It should now be obvious how crucial personal selling is to the integrated marketing communications programme. No other method of message distribution offers the potential that this programme element does. Although the duties carried out by salespeople have certain clear benefits for the marketing programme, as you will see in the next section, they may also have drawbacks.

### **Benefits and Drawbacks of Personal Selling**

Personal selling is different from other promotional tools that are accessible to marketers because of this. Among its benefits are the following:

#### **1. Enabling two-way communication.**

The sender can assess the message's effect thanks to the receiver's interaction capability. In-depth explanations of certain selling aspects may be given right away, and understanding issues or objections can be instantly addressed. This instant feedback is not possible in mass communications, nor can it be quickly received.

#### **2. Modification of the message.**

Messages may be customised for the recipient because of the direct engagement. With this highly targeted message content, the sender may speak directly to the wants, issues, and worries of the recipient. When to go on to the next selling point, make the sale request, or conclude the transaction is also up to the sales representative.

#### **3. Absence of diversions**

A one-on-one presentation is common in personal selling scenarios. Distractions are less likely to occur, and buyers often pay careful attention to sales pitches. The environment is less distracting

than situations in which non-personal mass media are employed, even when a group of salesmen or more than one decision maker are present.

#### **4. Participation in the decision-making process.**

Through relationship marketing and consultative selling, the seller takes on more of a partner role in the decision-making process, working with the customer to find solutions to issues. As a result, the customer becomes increasingly dependent on the salesperson and all of his or her goods and services. Increasing the engagement of the company's own workers might be an additional benefit.

#### **5. Informational research source.**

The sales force may serve as the company's "eyes and ears" in a marketing/sales department that is effectively integrated. Sales representatives may get information directly from rivals about their goods and services, special offers, costs, and other factors. Additionally, they may discover the purchasing requirements and preferences of current and potential clients.

As you can see, the benefits of personal selling mostly revolve on the dyadic communication process, the option to change the message, and the chance for immediate feedback. These prospective benefits, however, are not always realised. In fact, they could start to work against you.

Personal selling has a number of drawbacks, including the following:

##### **1. Unreliable Messages.**

We have said that one key benefit of personal selling is the capacity to customise the message to the audience. However, the absence of a standardised message may prove to be a drawback. The marketing team often develops the intended message with a specific communication goal in mind. All recipients get this message after it has been determined. The salesman, however, could change this message in ways that the marketer did not expect. In terms of the specific information that is communicated, the marketing team is thus at the whim of the sales team. Conflict between the sales staff and management. Unfortunately, there are instances in even the finest businesses when one questions if the marketing and sales teams are aware that they are employed by the same business and have similar objectives. The sales force and marketing may not be cooperating as a team for a variety of reasons, including a failure to communicate, company politics, and a plethora of other factors. It's possible that the marketing team doesn't comprehend the challenges the sales team faces, or that the salespeople don't comprehend the marketing team's methods. As a consequence, the sales team may not employ marketing-provided materials, marketing might not react appropriately to the field's evaluation of client demands, and so on. The bottom line is that because of poor internal communications and/or conflicts, the communications process is not as successful as it might be.

##### **2. High price.**

The high expense of personal selling has already mentioned. The marketer can discover mass communications to be a more affordable option if the price per sales call rises.

##### **3. Limited reach**

Personal selling is less effective than other strategies in reaching the target audience as a whole. The sales force has a limited number of hours and individuals it can contact in a given amount of time, even if money were no issue. Additionally, it is not often that these accounts are contacted.

#### 4. Possible moral issues

Sales representatives may break the rules because the management does not have total control over the messages the salespeople convey and because pay and promotion are often closely related to sales. To make a sale, they could say or do anything that they are aware is unethical or not in the company's best interests. There may also be other issues that are more severe. For instance, bribery by salespeople is a worry for many organisations. A survey published in *Sales & Marketing Management* found that 25% of managers and/or sales representatives have experienced pressure from customers to provide them with something of greater value than \$100 in return for their business. Even worse is the fact that over 89 percent admitted to giving out such items in return for business. Due to the potential for this issue, there is now a renewed focus on business ethics, and up to 20 percent of organisations are using monitoring techniques to make sure that their representatives are not taking part in unlawful activity. Personal selling is often included in the integrated marketing communications programme, just like the other programme aspects. It is seldom, if ever, used alone. Instead, other programme aspects support and are supported by this advertising instrument [10]–[12].

#### Combining advertising and personal selling

The benefits of advertising make it more successful in the early stages of the response hierarchy with particular market circumstances and communications goals, whereas personal selling is more often utilised in the latter stages. Thus, depending on the goals desired, one may be more or less suited. These components may be mixed in the promotional mix to strengthen each other and make up for each other's shortcomings. A fresh product launch comes to mind. The first goal could be to contact as many individuals in the target market as rapidly and economically as feasible, given a sufficient budget. Advertising will probably be the most suitable media as the main goal is awareness and a straightforward message will be sufficient. Let's say that in order to express some benefits that are not immediately apparent or simple to understand, a product demonstration would be helpful. Or think of a situation where the goal is to ask for the sale and/or build a rapport. In this case, personal selling is a better instrument than advertising. You can see how well advertising and personal selling complement one another to get the desired results in scenarios like these that are typical in marketing.

Several research support this symbiotic interaction. According to a Theodore Levitt research, sales representatives from well-known firms are more favourably accepted than those from businesses that do not invest in advertising to raise recognition. A salesman from a less well-known firm has just as much of a chance of succeeding if they can meet with the customer. However, the well-publicized corporate salesperson has the edge in dangerous circumstances. To raise awareness that Gateway is interested in organisations' business, Gateway has launched a



\$50 million IMC campaign involving advertising, direct marketing, sales promotion, and the Internet. The campaign's goals include positioning the business as a solutions provider and supporting and enhancing the efforts of the sales team. John Morrill observed in previous experiments that if the customer had gotten an advertisement message prior to the salesperson's arrival, selling expenses were 2 to 28 percent lower. Less than 10% of industrial decision makers had been contacted by a salesman from a specific business about a specific product in the preceding two months, according to McGraw-Hill Corp.'s analysis of 54 research. As a result, human selling in addition to advertising is crucial. According to the research, combining advertising with personal selling is likely to enhance reach, save expenses, and boost the likelihood of making a sale. Unfortunately, a lot of salespeople do not get the importance of advertising or how it might enhance their attempts to close more sales. Some people have doubts about the effectiveness of advertising and/or think that the money would be better spent on commissions, price reductions, etc. In *The American Salesman*, Ted Pollock explains how advertising affects the sales process and lists 12 methods salespeople may utilise advertising to increase their sales.

The job descriptions that were previously offered show that selling items and/or services is just a small part of what personal selling entails. The finest source of public publicity for the company is often the personal selling agent. Salespeople represent the company and its goods in their daily tasks. Their character, account servicing, collaboration, and empathetic nature not only affect sales potential but also speak to the organisations they represent. Direct use of the salesman in a PR capacity is also possible. Many companies urge sales representatives to take part in neighbourhood events like Little League and the Jaycees. Sales representatives may forego time from their regular tasks in order to assist those in need, working in tandem with the organisation. For instance, following the earthquake in Los Angeles, local businesses sent food and the time of their sales representatives to help the disaster victims. Most of the time was spent bringing customers and noncustomers back online by computer salesmen. A beer firm in the Northeast asked its sales representatives to provide water in its cans to flood victims after a devastating storm. Pittsburgh residents received free water in Coors cans after a barge break polluted the city's drinking supply. These and other public relations initiatives increase positive perceptions of the business and its goods while also advancing society.

### **Direct Marketing and Personal Selling Combined**

Businesses have discovered that incorporating direct marketing, particularly telemarketing, into their field sales operations increases the effectiveness of their sales activities. The cost of a sales call is already quite expensive and rising, as is the expense of completing the transaction. By integrating their telemarketing and sales operations, several marketers have been able to lower these expenses. A number of businesses now provide consulting services to aid organisations in the sales process, including assistance with direct-marketing techniques. To qualify prospective customers based on factors like interest, credit scores, and other factors, the telemarketing department screens leads before sending them to the sales team. Overall, this leads to more sales closings, fewer time spent by the sales team, and a reduced average cost per transaction. For its Northern California area, IBM, in cooperation with Zacson Corp., developed an integrated teleservices centre. For IBM customers, the team manages enquiries, lead creation, and



qualification; creates marketing campaigns; disseminates PR materials; and solves issues. The new partnership cut IBM's customer interaction expenses by 97%, slashed sales visit expenses from \$500 to \$15, and consistently exceeded customers' expectations 78% of the time.

The adoption of the telemarketing/sales combo by other businesses has also increased quickly. They have found that the phone may be utilised successfully for growth-related activities as well as for service and follow-up tasks. The sales team might spend more time selling if phone calls are used to support personal selling efforts. The telemarketing team offers a public relations component in addition to selling and assisting with sales efforts. Increased consumer interaction fosters goodwill and increases satisfaction and loyalty. Other direct marketing strategies, including telemarketing, have been effectively integrated with personal selling. Email and direct mail are two tactics that are often used to boost sales. For instance, many businesses provide lead cards to potential clients to screen them. By following up with those who show real interest, the salesman may close more deals while saving time. The creation of databases and mining are further applications.

Sales promotion and personal selling are programme components that complement one another. For instance, the sales force often presents sales deals that are intended for resellers and is ultimately in charge of taking them away or replacing them. Many additional promotional tools are made to help the sales team, while trade sales promotions are intended to support the reseller and are often aimed at the final customer. Flip charts, leave-behinds and customised advertisements may be made to aid salesmen in their presentations, act as a reminder or just spread goodwill. Depending on the firm, there may be a few to hundreds different materials available. As previously mentioned, other types of sales promotions including contests and sweepstakes are also employed. The sales force itself is the object of numerous sales efforts. Sales efforts are often boosted by incentives like free vacations, cash bonuses, or gifts. Additionally, competitions and prizes may be exploited, as we saw with resellers.

### **Using the Internet and Personal Selling Together**

We spoke about how personal selling is increasingly supported by the Internet in the chapter on the Internet. As previously mentioned, the Internet has been used to construct and advertise databases, generate leads, screen prospects, and give product information. Few marketing managers are prepared to give up their sales armies, despite the fact that many believe that direct sales and channel members will lose revenue to the Internet. Most businesses still view the sales force as a crucial component of the IMC process, particularly for relationship building, even though at least one study forecasts that 98 percent of all large companies will be online by 2002 and that the ROI for direct sales on the Web is five times that for traditional direct marketing. Many managers believe that the more routine responsibilities of fulfilling orders and disseminating information will be handled by the Web. The sales team will then be better able to complete orders, conduct close sales, and pay more attention to high-value and/or new clients as a result. Future salesmen will follow the more lucrative course, which is to sell and build connections rather than receive orders.

Conducting online meetings with the sales team, customers, and future prospects is a use of the Internet that is quickly expanding. Some businesses have discovered that holding their sales

meetings online rather than in a single place allows them to save time and money. Presentations that are more involved—often referred to as "webinars"—can serve a range of reasons, from delivering in-depth product information to current and future consumers to making presentations and offering job training for staff. Given that each component of the promotional programme has unique benefits and drawbacks, it is crucial that they all operate together. Although personal selling may be useful in achieving specific goals and supporting other promotional tactics, it still needs the other components. Advertisements, sales promotions, and the like may be directed towards resellers, the organization's sales staff, or the end user.

### **Performing a Personal Selling Effort Evaluation**

Personal selling must be assessed in light of how it contributes to the total promotional effort, just like all other components of the promotional mix. Although personal selling often has high expenses, it also sometimes has large profits. Evaluations are often focused on sales criteria since the sales manager is in charge of the sales team. Sales may be examined in terms of overall sales volume, geographic regions, product lines, clientele, or sales reps. Other sales-related factors like creating new accounts and character attributes are sometimes taken into consideration and could be given more weight in the future. From a promotional standpoint, both the effectiveness of sales and the contributions of certain people to producing these sales are significant. On the other hand, as a programme component that contributes to the entire promotional programme, the promotions manager must assess the success of personal selling. Therefore, in order to assess its efficiency, he or she has to apply multiple criteria.

### **Evaluation Standards for Personal Selling**

The contribution of the personal selling effort to the promotional programme may be assessed using a variety of metrics. These are a few of them.

1. The capacity of the sales force to provide feedback on information about rival programmes, consumer responses, market trends, and other aspects that might be crucial in the creation of the promotional programme.
2. Follow-up activities: the use of promotional pamphlets and communication with both new and current clients to solicit feedback on the efficacy of different promotional programmes.
3. Programme implementations, including the number of promotional campaigns run, the quantity of shelf or counter displays utilised, etc.; as well as the execution and evaluation of joint advertising campaigns.
4. The accomplishment of communication goals, such as the quantity of accounts to whom presentations were made or trial offers that were accepted. The promotions manager should be able to correctly determine the efficacy of the personal selling programme by combining these criteria with those used by the sales department. The departments must work closely together to complete these assessments.

### **CONCLUSION**

The nature of personal selling and its place in the overall promotional strategy. Depending on the nature of the sector, the level of competition, and the state of the market, personal selling plays a

variety of roles within the IMC programme. Personal selling may be given the greatest focus in certain businesses while playing a minimal part in others. However, managers in the majority of sectors predict that during the next years, the significance of this programme element will only grow. The marketing potential of a dyadic communication process is provided by personal selling. The salesman may quickly evaluate the situation and the communication's consequences, and if required, adjust the message. Although this discussion enables the sales representative to carefully adapt the message to the requirements and desires of the recipient, its disadvantage is a nonstandardized message since the salesperson has influence over the message that is ultimately transmitted. Marketers give their salespeople with flip charts, leave-behinds, and other promotional items in an effort to establish a consistent communication. Since sales are the most often utilised criteria, the sales department is typically in charge of overseeing the evaluation of the personal selling effort. The promotions manager must integrate personal selling into the broader IMC programme and evaluate its value using non-sales-oriented metrics as well.

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## EVALUATION THE EFFECTIVENESS OF ADVERTISING

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### **ABSTRACT:**

*To gauge the impact and success of their advertising efforts, marketers and advertisers must evaluate the efficacy of their advertising. This summary gives a general overview of the approaches and factors to be taken into account when assessing the efficacy of advertising, emphasising the significance of measuring the right metrics, comprehending consumer behaviour, and making data-driven choices. The need of measuring advertisement efficiency is emphasised in the abstract's first paragraph. Companies spend a lot of money in advertising, and assessing its effectiveness helps calculate the return on investment (ROI) and guides future advertising choices. Advertisers may learn how successfully their ads connect with the target audience, build brand recognition, affect consumer behaviour, and accomplish particular communication goals by evaluating effectiveness. The abstract explores the techniques for determining the efficacy of advertising. Surveys, focus groups, brand tracking studies, media monitoring, website analytics, and social media listening are a few examples of these techniques. Each technique offers distinctive insights into many facets of the success of advertising, including message retention, brand perception, intention to buy, reach, engagement, and overall campaign performance. The abstract also touches on the significance of analysing important variables when evaluating the efficacy of advertising. To assess the effectiveness and impact of advertising campaigns, metrics including brand recognition, ad recall, message understanding, and consumer attitudes give both quantitative and qualitative data. These data enable benchmarking, trend analysis, and comparison with rivals in order to fully comprehend the efficacy of the advertising initiatives.*

**KEYWORDS:** Advertising, Efficacy, Marketing, Money, Testing.

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## INTRODUCTION

The requirement to assess the efficacy of these investments becomes more crucial as marketers invest their communications budgets across a variety of channels. The goal of both customers and agencies is to constantly assess the effectiveness of their communications in comparison to alternative possibilities. Unfortunately, there doesn't appear to be much consensus over the appropriate course of action. Almost everyone acknowledges the need of research, but there is disagreement on how it should be carried out and how the findings should be used. The introduction to this chapter shows that businesses and organisations are collaborating to try to find solutions to these problems at the same time. A crucial step in the planning process for promotions is evaluating the success of the promotional programme. Research gives the marketing manager the ability to assess the effectiveness of certain programme components and contributes to the scenario analysis for the next period. Although it is an essential component of ongoing planning, it is often neglected[1]–[3].

In this chapter, we go over some of the reasons businesses should evaluate the success of their IMC initiatives as well as some of the reasons why many don't. We also look at the logistics of when, how, and where to take these measures. Because establishing evaluation measures for advertising has required far more time and effort than developing evaluation measures for other forms of promotion, quantifying the impacts of advertising is the focus of the majority of our work. However, we'll also talk about measurement in the IMC program's other components. You'll remember that in earlier chapters, we spoke about the methodologies used to assess many different promotional components. It is crucial to realise that in this chapter, we are concerned with research that is carried out in an evaluative capacity, i.e., to gauge the efficacy of advertising and promotion and/or to evaluate different tactics before putting them into practise. Although the two may be combined, this should not be mistaken with the research that was addressed earlier in the text to aid in the development of the promotional programme. Evaluation study is carried out specifically to evaluate the outcomes of different techniques, while it may take place at various points within the promotional process. We start out by outlining the benefits of measuring performance as well as some of the barriers that prevent businesses from doing so.

### Arguments in Favour of and Against Effectiveness Measuring

There is some level of performance almost always when one works on a project or activity, whether for joy or for job. In sports, you may assess your skiing performance against that of other skiers or your golf score against the standard deviation. In the workplace, people often have goals to reach, and their performance reviews are dependent on how well they meet these goals. Promotional activities like advertising shouldn't be an exception. It is crucial to evaluate the effectiveness of the communications programme and compare its results to benchmarks.

### Motives for Measuring Efficacy

There are many benefits to evaluating an advertisement's efficacy both before and after the final and distributed versions:

#### 1. Preventing expensive errors.



In 2001, advertising and marketing costs were \$7.3 billion. Over \$21 billion was spent by the top 10 individuals. This is a lot of money to be spending without knowing how it is being used effectively. The marketing manager has to know whether the programme is failing to meet its goals in order to cease investing money in it. The potential lost as a result of inadequate communications is as significant to the out-of-pocket expenses. The money invested and any potential advantage from an efficient programme are both wasted if the advertising and promotional programme is not successful in reaching its goals. Therefore, evaluating the results of advertising does more than only save costs. It also aids in maximising investment for the company. For instance, a mass retailer found that advertising Tide detergent resulted in greater potential for cross-selling than advertising nonpremium goods like Purex. At the same time, motor oil advertisements had little effect on cross-selling.

## **2. Assessing other tactics.**

Usually, a company is considering a variety of solutions. There may be some debate about the best media to utilise or the superiority of one message over another, for instance. Or, the choice may be between two components of a promotional programme. Should research funds be used for sponsorships or for advertising, for instance? Research may be created to assist the management in determining which approach is most likely to be successful. One shop discovered that promoting do-it-yourself items on the radio was effective in rural regions but not in metropolitan areas. Companies often test numerous iterations of their advertising in several cities to see which one is most successful at getting their message through. They could look at other couponing options.

## **3. Increasing the general effectiveness of advertising.**

Sometimes marketers become so close to the project that they lose sight of what they are pursuing, and since they know what they are trying to communicate, they assume their audience will also comprehend. You may have heard the expression "can't see the forest for the trees." They could use technical language that not everyone understands. Additionally, the creative team could become too creative or clever and lose sight of the message that has to be conveyed. How often have you seen an advertisement and wondered what it was attempting to communicate or how often have you seen an advertisement that you truly enjoy yet you. Research is useful in helping businesses create communications that are more successful and efficient. More and more customers are demanding responsibility for their marketing initiatives, which increases the pressure on the agencies to deliver[4]–[6].

## **DISCUSSION**

Assessing if goals have been accomplished. Specific goals are defined in an IMC strategy that has been carefully created. If goals are met, new ones must be set for the next planning session. It should be evaluated how the program's components contributed to the accomplishment of the objectives, and/or the causes of less-than-expected results must be identified.

### **Arguments against Measuring Effectiveness**

Companies provide a variety of justifications for why they do not evaluate the efficacy of their advertising and marketing strategies: The cost is perhaps the most often mentioned justification

for not testing. Both in terms of time and money, doing quality research may be costly. Many managers make the decision that they must execute the programme as soon as possible since time is of the essence. Many people think the money spent on research might be better used for things like better ad creation, more media purchases, and the like. The second argument does not hold up, even if the first one may. Consider the consequences if a subpar ad was created or the incentive programme failed to inspire the target demographic. Not only would you be wasting money if you didn't get the results you wanted, but the effort may backfire. Increasing the amount of money spent on media does not make up for a subpar message or a bad advertising strategy. For instance, one of the top brewers in the country saw sales of a new beer brand on the test market fall short of projections. It believed that a weak media purchase was the issue. It determined that purchasing all available TV time that suited its target demographic was the best course of action. Sales did not increase after two months, thus the product was taken off the test market. Analysis revealed that the message, which conveyed no justification for purchasing, was the issue rather than the medium. Research would have found the issue, perhaps saving millions of dollars and a brand. The lesson: It is poor management to use research funds to enhance exposure to the incorrect message.

It is difficult to distinguish the impacts of promotional components, which is stated as a second justification for not assessing efficacy. Each element of the marketing mix has an impact on the success of a given commodity or service. Some managers become discouraged and decide not to conduct any tests since it might be difficult to directly measure the impact of each marketing component. They argue, "Why invest the money if I can't identify the precise effects?" This argument also has faulty reasoning. We agree that it is not always feasible to calculate the monetary amount of sales that promotions generated, but research might still provide helpful information. Dispute about the testing to be done. The promotional program's goals may vary depending on the sector, the stage of the product life cycle, or even for various employees within the company. Top management may want to see how promotions have affected corporate image, while the sales manager may want to understand how promotions have affected sales. Participated in the creative process may want to gauge how well they can remember or recognise the advertisement. When there is no consensus on the subjects to test, testing often fails. Again, there is not much support for this claim. Many of the above, or possibly all of them, could be measured with the right design. Each promotional component has a certain goal in mind, thus research may be used to gauge how well it is achieving that.

Many have stated that the creative department is opposed to having its work examined, and many agencies are wary of submitting their work for testing. Sometimes, this is accurate. The creative departments of advertising companies contend that tests are not accurate indicators of the originality and effectiveness of advertisements, that enforcing regulations stifles innovation, and that the more inventive an advertisement is, the more likely it is to be successful. They want to be free from any restrictions that marketing could place on their creativity. The success of the product or brand is ultimately the responsibility of the marketing manager. Given the huge budgets set aside for advertising and promotion, it is the manager's right and duty to be aware of how well a certain program—or an individual advertisement—will do in the marketplace. A research that looked at the 200 commercials that received the most awards over a two-year period revealed that 86 percent of them were found to be successful in reaching their objectives,

compared to just 33 percent for other advertisements, demonstrating the effectiveness of creative advertising[7]–[9].

Lack of time is the last justification stated for not testing. Managers don't want to wait to spread the word because they fear missing the window of opportunity since they already have too much on their plate and just can't get to testing. The first issue could be resolved by planning. Despite the fact that many managers are busy and time-poor, research is just too crucial to ignore. With sufficient preparation, the second argument may also be disproved. Even while timing is important, sending the incorrect message has little to no benefit and could even be detrimental. Market prospects may sometimes force a decision between testing and quick deployment. Even so, some testing could assist with error prevention or efficiency. For instance, during the September 11 terrorist attacks, Motorola created an advertisement to showcase the quality of their mobile phones by featuring an FDNY fireman using one. Even while the advertisement may have had the best of intentions, many people thought it was an effort to profit on a tragedy. As a consequence, there was a lot of bad press created. Motorola may have prevented the issue if they had tested how people would react to the advertisement. In most cases, careful timing and planning will leave time for research.

### Things to Test

Now, let's look at how communications impacts may be measured. This section discusses the factors to examine as well as the setting and procedure for conducting such assessments. The elements of the communications model and their weight in the marketing campaign. The impact of each on the communications process must be evaluated by marketers. It is necessary to assess additional choices made throughout the promotional planning phase.

### Source Factors

It is crucial to consider the effectiveness of the spokesperson and how the target audience will react to him or her. Tiger Woods, for instance, has proven to be an effective marketer for Nike and Buick. Or a product representative could start off as a great source but eventually lose credibility for a number of reasons. For Pepsi, Britney Spears, in especially with the young demographic, has been a successful ambassador. Will she be able to maintain this connection as she ages was the question. Her contract was not extended, indicating that Pepsi did not agree. In other cases, modifications to the source's appeal or likeability as well as other outside variables may affect how successful the source is. Following Bill O'Reilly's criticism of the violent content of Ludacris' songs on Fox TV, Pepsi cancelled a television event that included the rapper.

**Variables in the Message** The message and the method of communication are the foundation for assessment. For instance, in the previous discussion of the beer example, the messaging never gave customers a reason to try the novel product. In other cases, the message could not be compelling enough to grab readers' attention or clear enough to allow them to judge the goods. Even when the message is remembered, management's other objectives may not always be reached. One study found that 7 of the 25 products that received the highest ratings for interest and memorability in the ad test conducted by Video Storyboard Tests had flat or declining sales. A number of elements related to the message and how it is conveyed, such as the headline, illustrations, text, and layout, may affect how well the message is received.

Because of the message they send, many advertisements are never viewed by the general audience. For instance, a Pizza Hut advertisement featuring Susan Anton devouring a piece of pizza was deemed inappropriate for the brand's small-town image. The head of the business also cancelled a General Electric advertisement that featured Uncle Sam being smacked in the face. Media Strategies Media choices must be assessed. Research may be planned to ascertain whether media class, subclass, or particular vehicles provide the best outcomes. The placement inside a certain media as well as the ad's size and duration warrant investigation. For instance, studies have shown that readers pay greater attention to bigger advertisements<sup>7</sup>. As was already said, several techniques have been used to assess the efficiency of online advertising. In a similar vein, direct-response TV marketers have discovered that certain shows are more successful than others. Old TV episodes get more replies than first runs, according to one effective direct marketer:

More people will respond to "Leave It to Beaver"'s sixth repeat than to a prime-time television show's premiere. Who gives a damn if you miss something you've already watched four times? When you see something for the first time, though, you do care. The vehicle choice source effect is another important consideration. It refers to "the differential impact that the exposure to advertising will have on the same audience member if the exposure occurs in one media option rather than another." People react to advertisements differently depending on their surroundings. Scheduling is a last element in media choices. In view of the rising expenses of media time, it is crucial to compare flighting schedules to pulsing or continuous ones. There is evidence to support the idea that continuity may result in a more successful media schedule than flighting. Similarly, opportunities could be linked to rising advertisement weights during downturns in the economy or recessions. The management should try to gauge the differences in effect of these alternative schedules and/or budget outlays. Budgeting Decisions Several studies have looked at the impact of budget size on the efficacy of advertising and the impact of different ad expenditures on sales. Numerous businesses have also tried to figure out if raising their advertising spend results in an increase in sales. This connection is sometimes difficult to establish, partly as a result of the fact that using sales as a measure of performance overlooks the influence of other marketing mix components. If more dependent variables are employed, such as the aforementioned communications goals, more conclusive findings may be drawn.

### Testing Period

Almost all test measures may be categorised based on when they are administered. Posttests take place after the advertisement or commercial has been in the field, whereas pretests are measurements done before the campaign is put into action. The marketer has access to a range of pretests and posttests, each with a unique methodology intended to assess a different element of the advertising programme. Pretesting Pretests may take place at a variety of stages, from the initial conception of an idea through its rough execution and testing before implementation. Pretests may come in a variety of forms. Example: Early in the production of an advertisement or commercial, when just an idea, fundamental concept, or positioning statement is being considered, concept testing may be conducted. Focus groups were employed by Ogilvy Award winner GM to develop the ideas for the promotion of their new minivan. In other cases, the ad campaign's layouts are employed, which often feature headlines, some body content, and

preliminary images. Storyboards and animatics may be tried for TV advertising. Six animatics were also evaluated as part of the GM minivan investigation. These testing exposed certain flaws, and the advertisements were adjusted to improve specific executional issues[10]–[12].

Different approaches are used to carry out pretests. In focus groups, participants openly debate the messages they interpret from the advertisements, weigh the relative merits of potential alternatives, and even propose tweaks or new topics. Customers are invited to rate the advertisement on a variety of rating systems in addition to or instead of focus groups. The information may be gathered through laboratory techniques, in-home interviews, or mall intercepts. The benefit of pretesting at this time is that the cost of the input is reasonable. Before significant sums of money are spent on development, any issues with the idea or the intended delivery method are found. There are instances when more than one ad version is tested to see which is most likely to be successful. Only 19 percent of the 4,637 on-air ads used in the MSW Group's research to develop normative intelligence were rated as exceptional or very good. Failures made up almost twice as many. Contrarily, of the advertisements that were pretested before to airing the final version, the percentage of excellent to exceptional increased to 37% while the failure rate decreased to 9%. This is unquestionably evidence of the usefulness of pretesting.

Mock-ups, storyboards, or animatics may not convey as well as the finished result, which is a drawback. It is exceedingly challenging to convey the message's mood-enhancing and/or emotional elements in this style. Time delays are another drawback. Many marketers feel that being the first to enter a market gives them a clear edge over rivals, therefore they skip research to save time and guarantee this position. Posttesting is a practise that is popular with both clients and advertising agencies. Posttesting is intended to evaluate if the campaign is succeeding in its goals and provide data for the scenario analysis for the next period. The experiment carried out by Lowe's, the second-largest home improvement company in the country, serves as a superb illustration of how research may be used to inform future advertising campaigns. The firm found that its catalogues were more successful when there were more goods on the covers, genuine photographs rather than cartoons were used, and the catalogue was smaller. This was the conclusion of a research that tested 36 different versions of the covers for its catalogues. Increases in advertising expenditure and confirmation of the company's sponsorship of NASCAR car racing were the results of further studies changing the quantity of TV commercials, newspaper advertisements, and sports sponsorships. There are several posttest measures available, the majority of which use survey research techniques.

### **Places to Test**

In addition to choosing when to test, choices about where are also necessary. These tests might be carried out in a lab or outdoors.

### **Laboratory**

Experiments: In laboratory experiments, participants are taken to a certain place and exposed to advertisements or commercials. The testers either inquire about them or use other techniques to gauge participants' reactions, such as pupil dilation, eye tracking, or galvanic skin response. The researcher has more control in a lab environment, which is its main benefit. Changes in content,



artwork, formats, colours, and other elements may be easily made at a low cost, and the relative effects of each can be calculated. This makes it much simpler for the researcher to determine how each aspect contributed. Lack of realism is the main drawback. A testing bias may be the most significant result of this lack of reality. People may examine the advertisements far more carefully in a lab setting than they would at home. The inability to replicate the natural viewing environment, replete with the distractions or comforts of home, is a second issue with this lack of realism. It may not be the same to read advertisements in a lab environment as it is to do so when lounging on the sofa at home with the family and pets chirping in the background. Overall, however, the control that this approach provides likely outweighs the drawbacks, which is why lab procedures are so often used.

Field testing Field testing are evaluations of the advertisement or commercial in actual viewing environments, replete with realistic background noise, distractions, and home comforts. Field studies include the impact of repetition, the nature of the programming, and even the existence of competing messages. The absence of control in field experiments is their main drawback. It could be difficult to pinpoint the reasons for viewer reviews. Atypical occurrences during the exam might skew the findings. The study might be sabotaged by rivals. Additionally, doing field testing often requires more time and money, delaying the availability of the data for immediate action. As a result, other significant aspects are sacrificed in order to achieve realism. Choosing whatever trade-offs to make is up to the researcher.

### **Test Methods**

Our broad discussion of what should be tested, when, and where served to define several crucial words as well as provide a fundamental knowledge of the whole process. In this part, we go into further detail on a few of the approaches that are often used at each step. To assess advertisements and commercials, however, it is necessary to first set certain standards. Evaluative research is difficult to carry out. A set of nine principles known as PACT is supported by 21 of the biggest U.S. advertising agencies and aims to "improve the research used in preparing and testing ads, provide a better creative product for clients, and control the cost of TV commercials." It defines copy testing as research "which is undertaken when a decision is to be made about whether advertising should run in the marketplace." The goal of this step, whether it employs a single test or a set of tests, is to assist in the evaluation of certain advertising executions. As you can see, creating appropriate testing methodologies is a worry for marketers and their clients. Even while following these guidelines won't guarantee flawless testing, they greatly advance the state of the art and solve at least one of the issues with testing mentioned previously. During the preparation of an advertisement or a marketing campaign, testing may take place at many stages, including idea generation research, rough, prefinished art, copy, and/or commercial testing, finished art or commercial pretesting, and market testing of advertisements or commercials.

### **CONCLUSION**

The value of data-driven decision-making based on the evaluation of advertising performance. Advertisers are able to make wise changes, optimise campaigns, and efficiently manage resources by analysing the gathered data, spotting patterns, and deriving useful insights.



Advertisers may instantly alter their methods and increase the overall efficacy of their advertising by conducting ongoing monitoring and assessment throughout the campaign lifetime. This conclusion emphasises the need of evaluating advertising effectiveness in order to gauge the efficacy and impact of marketing initiatives. Advertisers may evaluate the efficacy of their campaigns, improve performance, and increase ROI by using the right assessment techniques, evaluating critical indicators, and making data-driven choices. Advertising companies may enhance targeting and message, make informed changes, and produce better results in future campaigns by evaluating the performance of their current ads. For marketers looking to meet their advertising goals, improve brand performance, and spur company expansion, putting into place strong evaluation practises is crucial.

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## TEST AND CONCEPT GENERATION

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### ABSTRACT:

*In the sphere of marketing and product development, test and concept creation are crucial activities that allow businesses to examine novel ideas, determine their viability, and turn them into workable concepts. The test and idea generating processes are described in general terms in this abstract, with an emphasis on the importance, advantages, and factors to be taken into account while innovating and making decisions. The introduction of the abstract emphasises the significance of test and idea formation. Companies must continually innovate and create new goods, services, or marketing efforts in an increasingly competitive market to satisfy changing customer requirements. A successful concept is one that resonates with the target audience, thus test and concept generation provide methodical ways to obtain input, verify presumptions, and develop ideas. The abstract explores the advantages of idea creation and test. Companies may find possible problems, reduce risks, and make required modifications by testing ideas and concepts early in the development process before devoting major resources. Companies may analyse market demand, obtain insightful information from the target market, and improve their chances of launching new products via test and idea creation. Additionally, factors for test and idea creation are included in the abstract. The abstract also examines the approaches often used in test and idea creation. Focus groups, surveys, prototype testing, idea testing, and market tests are a few examples of these approaches. Each approach has special benefits for acquiring consumer input, gauging consumer preferences, assessing market potential, and adjusting ideas in light of user insights.*

**KEYWORDS:** Advertising, Marketing, Product, Testing.

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### INTRODUCTION

To get reliable feedback, businesses must carefully identify their target market and assure representative sampling. The aims and objectives of the testing or idea generating process must be made explicit, as must the standards for judging and choosing concepts for future development. The iterative nature of the test and idea creation process, resource limits, and deadlines must all be taken into consideration by businesses.

### **The Test Procedure**

The procedure for advertising idea testing, which is carried out very early in the creation of a campaign to determine how the targeted customer would react to a possible advertisement or campaign or to have them assess alternative advertisements. Copy, headlines, illustrations, and positioning statements may all come under examination. Just the title or a basic sketch of the advertisement may be the subject of the evaluation. It is possible to analyse the typography, packaging designs, colours, and even point-of-purchase materials. Focus groups, which typically include 8 to 10 members of the product's target market, are one of the most often used techniques for idea testing. Focus groups have been used by businesses to evaluate anything from product ideas to advertising concepts. The focus group is often the initial stage of the research process for businesses. The number of focus groups employed varies based on the level of agreement, the intensity of the reaction, and/or how much the participants agree or disagree with the notions. Although less than 10 groups are often required to adequately test an idea, some businesses utilise 50 or more groups to build a campaign[1]–[3].

Focus groups are still a favourite among marketers, although they are sometimes abused. The approach is appealing because it produces quick, simple, and visible outcomes. Consumers are free to go further into whatever concerns they think are relevant, and a range of topics may be addressed. Focus groups also don't need quantitative analysis. Focus groups, being qualitative in nature, don't need much expertise in interpretation, which is unfortunate since many managers are unsure about research methodologies that call for statistics. Undoubtedly, there are situations in which using this practise is suitable and improper. Mall intercepts, which include approaching shoppers in shopping malls and asking them to assess specific advertisements and/or text, are another method of getting customer feedback on ideas. Individuals evaluate the commercials using questionnaires, rating scales, and/or rankings rather than taking part in a group discussion. New technologies enable idea testing via the Internet, allowing marketers to present concepts to consumers concurrently throughout the United States and collect input and analyse the findings practically instantly. Traditional approaches are more often used, despite the fact that this methodology is becoming increasingly popular.

### **Draught Copy, Rough Art, and Commercial Testing**

Advertising companies are investing more money testing an early version of the final ad due to the high expense of producing an advertisement or commercial. Animatic and photomatic roughs as well as slides of the artwork shown on a screen may be utilised to test at this point. The cost of these tests, which range from \$3,000 to \$5,000, makes this stage of study more appealing. Cost is simply one aspect, however. If the test does not provide useful, reliable information, it is of limited use. Rough testing must predict the performance of the final ad. These testing techniques have been shown to be trustworthy by several research, and the findings usually match well with

the final advertisement. Although there are some on-air field testing available, the majority of the tests performed at the rough stage are done in lab settings. Consumer juries and comprehension and response tests are common assessments. Once again, using field settings is possible thanks to the Internet.

### 1. Tests of comprehension and response

Whether the advertisement or commercial transmits the desired message is one of the advertiser's main concerns. The second issue is the response the advertisement prompts. It goes without saying that the marketer doesn't desire a negative response or to insult anybody with their advertisement. To evaluate these replies, comprehension and reaction tests are used. There is no set method used for comprehension and response tests. For this reason, focus groups, individual interviews, and group interviews have all been employed. Sample sizes vary depending on the demands of the client; they commonly range from 50 to 200 respondents.

### 2. Customer judges

This approach assesses the likelihood of an advertisement's success using target market customers. Consumer juries may be asked to score a variety of copy versions or layouts that are pasted up on different sheets. Although the jury system has control and cost-saving benefits, it has serious methodological flaws that restrict its usefulness:

- i. The customer could establish themselves as authorities. The targeted consumer's ability to bring impartiality and engagement in the product or service to the review process is one of the benefits sought for from the jury method. When participants are asked to evaluate advertisements, they may attempt to become more knowledgeable in their assessments by paying more attention and being more critical than normal. A less than objective assessment or an evaluation based on factors other than those intended may be the outcome.
- ii. There are a certain number of adverts that can be assessed. The ranking process becomes laborious as the number of possibilities rises, whether order of merit or paired comparison approaches are utilised. Consider how 10 adverts were ranked. The rankings in the top two and bottom two may very well show differences, but the results for those in the centre may not be very helpful. Halo effects might occur. Because people prefer a few and ignore some flaws, participants may occasionally rank an advertisement as excellent on all characteristics. The evaluations are distorted by this phenomenon, known as the "halo effect," which makes it impossible to account for certain components.
- iii. Preferences for certain advertising formats may trump impartiality. Ads that use emotions or visuals may be rated or ranked higher than those that use text, data, or other logical standards. Although the latter are often more successful in the marketplace, jurists who favour emotional arguments may view them less favourably.

## DISCUSSION

By using rating scales rather of ranks, some of the issues raised above may be resolved. Ratings, however, are not always reliable. Researchers now challenge the legitimacy of consumer juries

despite the fact that they have been in use for many years due to bias concerns. As a consequence, several additional techniques are used more often [4], [5].

### **Testing in Advance of Finished Ads**

Pretesting completed advertisements is one of the studies that marketing researchers and their firms use the most often. Finished commercials or advertisements are utilised at this stage; adjustments are still permissible since they haven't been released to the market. Many researchers think that evaluating the advertisement in its final form yields more accurate results. For print and television advertisements, there are a number of test approaches available, including both laboratory and field methodologies. Print techniques include readability evaluations, portfolio testing, and fake advertising vehicles. Theatre testing and on-air tests are examples of broadcast tests. Physiological measurements may be used in both print and broadcast.

### **Pretesting Finished Print Messages**

There are many ways to pretest finished print advertisements. One is the Copytest System from Diagnostic Research Inc. The most popular of these techniques are mock advertising vehicles, portfolio assessments, and tests of reading comprehension. Portfolio Tests Portfolio tests are a kind of laboratory approach used to present a portfolio of control and test advertisements to a set of responders. The next question asks respondents to recollect what details they saw in the commercials. The notion is that the most successful advertisements are those that provide the most recall. Although portfolio testing provide users the chance to directly evaluate different adverts, their application is limited by the following issues:

1. Recall may be impacted by elements other than advertising innovation and/or presentation. More variations than the ad itself may be attributed to respondents' interest in the product or product category, their knowledge that they are taking part in a test, or the interviewer's instructions.
2. The ideal test may not be recall. certain experts contend that for certain items, the capacity to recognise the advertisement when it is aired may be a more accurate measurement than recall.

Once the advertisement has been posted in the field, one technique to evaluate the efficacy of the portfolio strategy is to compare its outcomes with readership ratings. It is unknown whether or not these validity studies are being carried out, despite the fact that the portfolio approach is still widely used in the field. Without reader interviews, a print advertisement's copy's capacity to communicate may be examined for readability. The readability of the text is evaluated using the Flesch formula, named after its creator, Rudolph Flesch, by calculating the average number of syllables per 100 words. The human interest appeal of the content, sentence length, and word familiarity are also taken into account and associated with target audiences' educational backgrounds. Results from the test are contrasted with previously established standards for distinct target audiences. According to the test, concise phrases, specific, recognisable terms, and personal allusions help readers understand text the easiest.

This approach avoids major comprehension problems and several interviewee biases that are present in other assessments. The standards offer a desirable baseline for comparison. However, there are also inherent disadvantages. The copy could become too mechanical, and the recipient



cannot provide direct feedback. Contributing elements like creativity cannot be handled without this input. This test must be performed in combination with other pretesting techniques in order to be successful. Advertisements are put in "dummy" magazines created by an agency or research business as an upgrade to the portfolio test. The magazines are sent to a random sample of households in predefined geographic regions and include regular editorial content of interest to readers in addition to the test adverts. Readers are requested to read the publications as they usually would and are informed that the magazine publisher is interested in assessments of editorial contention. Then they are questioned about their responses to editorial material and advertisements. The advertisement's recall, readership, and interest-generating qualities are evaluated. This approach has the benefit of offering a more natural environment than the portfolio test. Readership takes place in the participant's own home, the test more closely resembles a real-world reading scenario, and the reader is allowed to return to the magazine as is customary.

However, the dummy magazine is also aware of the additional drawbacks of portfolio testing. The testing effect is still there, and findings may still be skewed by product interest. Therefore, although this test has certain benefits over the portfolio technique, it cannot guarantee to reflect the effectiveness of the advertisement. All the measurements previously mentioned are still accessible, but the most common method of pretesting print advertisements now includes a number of measures. Copy testing services are now available from organisations like Gallup & Robinson and Ipsos-ASI, which have addressed many of the above-mentioned issues. The tests are most often carried out at the respondents' homes and may be utilised for unfinished or finished advertisements. For instance, Gallup & Robinson's Magazine Impact Research Service utilises a home-in-magazine setting, employs geographically distributed samples, and provides a range of alternatives in addition to standardised measurements.

### **Pretesting Completed Broadcast commercials**

There are many techniques for pretesting broadcast commercials. Theatrical testing, on-air tests, and physiological measurements are the most common. Theatre Tests Theatre testing used to be one of the most used laboratory techniques for pre-testing produced advertisements. Participants in theatre testing are asked to see TV show pilots via phone, mall intercepts, and/or mail-order tickets. In rare cases, the programme is really being tested, but more often, a standard program is utilized to compare audience reactions to normative responses set by prior viewers. There are between 250 and 600 people in the sample. As soon as they walk into the theatre, guests are informed that a drawing will be conducted for presents and are invited to fill out a form outlining their product preferences for the chance to win. Demographic information is also requested on this form. Participants may be placed in certain areas of the theatre to enable age, sex, and other categories of observation. They watch the show and the ads while also receiving an assessment form. Then, in order to record changes in product choice, participants are requested to complete a second form for a drawing. The form may ask for other information in addition to your selection for a product or brand:

1. Interest in and response to the advertisement.
2. Overall response as determined by an adjective checklist to the advertisement.
3. Recall different facets of the advertisement.



4. The brand under evaluation has interest.
5. Constant responses throughout the advertisement.

Theatre testing operations use a variety of approaches, but they always track shifts in brand preference. For instance, many services now employ programmes that are filmed with the ads inserted so that users may watch them at their offices rather than in theatres. Others set up viewing areas in shopping centres or in the meeting rooms of hotels. Others urge the customers to turn knobs or press buttons on a keypad to deliver the continuous replies; others do not implement all the precautions mentioned below. Theatre exams have a variety of drawbacks, according to its critics. They first claim that the surroundings are too synthetic. Even if the lab environment is unnatural, requiring respondents to turn knobs or, as one service does, wiring individuals for physiological reactions, removes them too much from a scene in which they would naturally be seeing. Second, it appears impossible to accept the manufactured measure of brand preference shift. Critics claim that participants will see through it and alter their behaviour just because they believe they should. Finally, viewers who did not have any emotions individually can be influenced by the group effect of seeing others there and visibly showing their feelings.

Theatre testing, according to supporters, have some clear benefits. In addition to providing a measure of control, the established standards show how one's advertisement will compare to others that have undergone testing for the same product category. Advocates claim that real sales data backs up the brand preference metric. Despite its shortcomings, theatre testing has been employed by the majority of significant consumer goods companies to assess their advertisements. Despite its limitations, this strategy enables individuals to recognise excellent or poor commercials and to evaluate them against other advertisements.

**On-Air Tests** In certain test markets, the companies doing the theatre tests also include the adverts into real TV shows. Although testing of advertising early in the planning process is becoming increasingly popular, commercials are typically in finished form. An on-air test is what is meant by this, and single-source ad research is often used in these. On-air test vendors include Information Resources, Ipsos-ASI, MSW Group, and Nielsen. All of the benefits and drawbacks of field methodology are included in on-air testing procedures. Additionally, there are drawbacks to the particular actions conducted through on-air technologies. Day-after recall scores, the test's main outcome metric, are one area of concern. While the testing services believe their methods address many of these criticisms, each still uses recall as one of the key indicators of effectiveness. Lyman Ostlund notes that measurement errors may arise from the natural environment—the placement of the advertisement in the series of commercials shown, the content of the programmes immediately adjacent to the advertisement, and/or the number of commercials shown. Claims that the tests can forecast an advertisement's effect on sales may be overstated since recall tests are the greatest way to gauge how much attention and interest an advertisement received. 19 Joel Dubow's study suggests that memory is a necessary but insufficient indicator, and research by Jones and Blair was even more convincing, indicating that "it is unwise to look to recall for an accurate assessment of a commercial's sales effect."

On the bright side, the majority of testing providers have provided proof of authenticity and dependability for commercial on-air pretesting. Both Ipsos-ASI and MSW Group claim that their pretest and posttest findings provide the same recall scores 90% of the time, providing high evidence of dependability and serving as a reliable indicator of the impact the advertisement is expected to have when it is seen by the whole public. Physiological Measures Physiological reactions are assessed in a laboratory environment as a less typical approach of pre-testing completed commercials. Theoretically removing biases related to the voluntary measures examined up to this point, these measurements represent the receiver's involuntary reaction to the advertisement. Pupil dilation, galvanic skin reaction, eye tracking, and brain waves are among the physiological tests used to evaluate print and television advertisements:

### **i. Dilated Eyes**

Pupilometrics research aims to quantify the enlargement and contraction of the eye's pupils in response to external stimuli. While constriction includes the body's energy conservation, dilation is connected to movement. Pupilometrics has been utilised by marketers to test advertising as well as assess product and packaging design. A higher interest in a commercial or the ability to arouse or attract attention are suggested by pupil dilation. Other investigations on the emotive reactions brought on by advertisements have had less success. The usage of pupillometrics has decreased over the last ten years as a result of high prices and several methodological issues. However, it may be helpful in assessing certain parts of advertising.

### **ii. Skin's galvanic reaction.**

GSR, often referred to as electrodermal response, assesses how well the skin conducts or resists a tiny current delivered between two electrodes. Sweat glands become active in response to a stimulus, which in turn improves the electrical current's conductance. Therefore, GSR/EDR activity might signify a response to advertisement. Paul Watson and Robert Gatchel came to the conclusion that GSR/EDR is responsive to emotive stimuli, may offer a picture of attention, may be helpful to gauge long-term advertising memory, and is valuable in assessing ad effectiveness after reviewing the studies in this field. Priscilla LaBarbera and Joel Tucciarone also came to the conclusion that GSR is an efficient measure and is helpful for gauging affect, or liking, for advertisements, after speaking with practitioners and reviewing case studies. Even while some businesses have provided skin reaction measurements, LaBarbera and Tucciarone feel that, considering its potential, this research tool is still underutilized [6]–[8].

### **iii. Monitoring the eyes.**

Eye tracking is a technique that is increasingly often used, in which viewers are instructed to see an advertisement while a sensor directs an infrared light beam at their eyes. The beam displays the precise area that the viewer is looking on as it moves with the eye. The replies are reviewed continuously to show which parts of the advertisement are getting the most attention, how long the viewer is paying attention to them for, and what order they are being seen. Eye tracking may reveal an advertisement's advantages and disadvantages. For instance, eye-catching models or background activity might draw the viewer's focus away from the company or item being sold. Before distributing the ad, the marketer may eliminate this diversion. In other cases, eye-catching

colours or images may draw attention to the advertisement and pique viewers' curiosity. Eye-tracking has more recently been used to gauge the success of websites and online advertisements.

#### iv. Brain activity

To identify the electrical frequencies in the brain, electroencephalographic measurements may be acquired from the skull. These electrical impulses are employed in the studies of hemisphere lateralization and alpha waves: The level of brain activation is referred to as alpha activity. When someone is not doing anything, is sleeping, or is resting, they are in an alpha state. According to the hypothesis, processing information is less likely to occur while a person is in an alpha state, hence leaving this state in order to pay attention and process information is necessary. When a person watches an advertisement, researchers may gauge how much attention and processing is likely to take place by assessing the subject's alpha level[9], [10].

The left and right halves of the brain's alpha activity may be distinguished by hemispheric lateralization. According to a popular theory, the left side of the brain processes linguistic information while the right side handles visual ones. It is believed that the left hemisphere reacts to reasoning while the right hemisphere responds more to emotional impulses. The left is in charge of recollection, while the right controls recognition. If these theories are true, then marketers may use stimuli that target each hemisphere to build advertisements that improve learning and memory. However, other experts contend that since the brain cannot think laterally, it is impossible to create advertisements that appeal to either one or the other. Academic academics have been interested in EEG research, but practitioners' interest has been far less well-served.

#### CONCLUSION

Companies may adapt their ideas based on customer input, test them again, and enhance them until they meet customer needs and company objectives. The importance of test and idea creation in the innovation and decision-making process in its conclusion. Companies may acquire important information, generate effective concepts, and improve ideas by using the right approaches, taking important elements into account, and embracing creativity and iteration. Companies may reduce risks, maximise market potential, and maintain competitiveness in fast-moving industries by using test and idea creation. Companies looking to spur innovation, satisfy customer wants, and reach their strategic goals must use effective test and idea creation practises.

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## ADS' MARKET TESTING

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### ABSTRACT:

*Before launching their campaigns on a broader scale, marketers may assess the success and impact of their efforts by doing market testing on their commercials. The advantages, procedures, and factors of market testing for advertisements are highlighted in this abstract, along with an introduction of the idea and its significance. It emphasises the importance of market research in advertising. By getting input from the target demographic, identifying strengths and weaknesses, and making educated judgements prior to investing in a full-scale campaign, market testing enables marketers to determine the likelihood of an advertisement's success. It offers insightful information on customer reactions, the potency of messages, artistic components, and overall campaign success. The abstract explores the advantages of advertising market research. Advertisers may lessen the dangers of launching a campaign without receiving feedback by testing advertising in a controlled setting. The possibility of attaining targeted advertising goals, such as brand recognition, message memory, and purchase intent, is increased with the aid of market testing, which also helps detect and handle possible difficulties, improve messaging, optimise creative aspects, and enhance messaging. In addition, the abstract examines the methods often used in market research for advertisements. This methodology might consist of focus groups, polls, internet testing tools, eye-tracking research, or neurological procedures. Each approach has distinct benefits for collecting quantitative and qualitative data, gauging customer reaction, and giving useful information for informing advertising choices.*

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**KEYWORDS:** *Advertising, Memory, Marketing, Media, Test.*

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## INTRODUCTION

The fact that the advertisement and/or campaign have been put into use does not eliminate the requirement for testing. The marketer must ascertain how the advertisement is doing in the field since the pretests were carried out on smaller samples and may sometimes have dubious validity. Methods for posttesting an advertisement are covered in this section. The same firms that provide the pretests outlined in the preceding section also offer some of the other tests. Posttests for Print Ads Several print posttests are available, including memory, recognition, and inquiry tests. Tests of Inquiry Often referred to as "bingo cards," inquiry tests are used in both consumer and business-to-business market research. They are intended to assess the effectiveness of advertising by tracking the number of calls or reader cards that are made in response to ads that appeared in various print media. For instance, if you just contacted in response to an advertisement in a local publication, you could have been asked how you learned about the business or the product, or where you saw the advertisement. This is a very basic gauge of the efficacy of the media or advertisement. Running the ad in subsequent issues of the same medium, doing split-run tests in which various versions of the ad appear in different copies of the same newspaper or magazine, and/or running the same ad in multiple media are examples of more complicated techniques for determining efficacy via enquiries. Each of these techniques provides data on various facets of the tactic. The first evaluates the campaign's cumulative impact, while the second looks at particular aspects of the advertisement or variations on it. The last approach gauges the success of the media rather than the advertisement[1]–[3].

Although inquiry tests could provide valuable information, this approach has flaws that make it ineffective. For instance, queries may not accurately reflect how well the advertisement is attracting attention or giving information. Even if a reader is drawn to an advertisement, reads it, and even saves the information, they may not be inspired to question at that specific moment. The quantity of queries may be restricted by time constraints, the absence of a demand for the product or service at the time the ad is published, and other considerations. Receiving few enquiries, however, does not always indicate that the advertisement was ineffective; attention, attitude change, awareness, and copy point memory may all have been accomplished. On the other hand, a person who has a specific need for a product could react to any advertisement for it, regardless of the advertisement's specific attributes. Inquiry tests have two major benefits: they are cheap to perform and they provide some feedback on the general efficacy of the chosen media or advertisement. However, they are often not particularly useful for contrasting several iterations or certain creative elements of an advertisement.

The Starch Ad Readership Report allows the advertiser to evaluate the effect of an ad in a single issue of a magazine, over time, and/or across several publications. Recognition Tests Perhaps the most popular posttest of print advertising is the recognition technique, most closely connected with Roper ASW. Each year, Starch measures more than 25,000 advertisements in more than 400 issues of more than 100 consumer, agriculture, and business periodicals and newspapers. Starch also offers a variety of metrics of the efficacy of the advertisements. The effectiveness of competitors' advertisements can be compared using the norms provided, alternative ad



executions can be tested, and readership scores can be used as a useful indicator of consumers' engagement with the advertisement or campaign, according to Starch. The capacity to evaluate certain elements of the advertisement is likely the most legitimate of these assertions. Other features of the Starch recognition approach have drawn criticism from many studies because to issues with fraudulent claims, interviewer sensitivity, and unreliable results:

**1. Falsely asserting.** According to research, while doing recognition tests, respondents could lie and say they saw an advertisement. False statements could be made as a consequence of having seen such advertisements elsewhere, anticipating that one will emerge in the medium, or attempting to appease the questioner. Interestboosts readership reporting of advertisements in the product category as well. Whether or whether this erroneous assertion is done on purpose, it causes an overestimation of efficacy. On the other hand, elements like interview tiredness may result in an underreporting bias, when respondents fail to disclose an advertisement they did see.

**2. Sensitivity of the interviewer.** Bias is a possibility whenever interviewers are involved in research. If a respondent repeatedly says they don't recognise an advertisement, they could be trying to impress the interviewer or worry about coming out as ignorant. Regardless of the level of experience and expertise involved, there could also be variations in the instructions given to interviewers and in the recordings made, for example.

**3. Scores on recognition are reliable.** It basically indicates that testing only one advertisement on a single exposure may not generate reliable or valid findings since Starch acknowledges that the reliability and validity of its readership scores grow with the number of insertions examined.

In conclusion, the Starch reading studies continue to rule the posttesting of print advertisements in spite of detractors. The choice to use this technique may be motivated by the value that norms provide and the knowledge that many exposures may increase reliability and validity. Ways to Measure Print Ad memory there are various ways to gauge print ad memory. The Gallup & Robinson Magazine Impact Research Service and the Ipsos-ASI Next\*Print test are two of the most well-known of these. In that they aim to gauge remember of particular advertisements, these recall tests are comparable to those covered in the section on pretesting television advertisements[4]–[6].

## DISCUSSION

Recall tests have significant drawbacks in addition to sharing the same interviewer issues as recognition tests. Although generally the approach may result in lower levels of memory than really exist, the procedure may lead to higher-than-accurate recall ratings depending on the reader's level of interest with the product and/or the uniqueness of the appeals and images. Many advertisements may scoreless effectively than they really are, according to critics of the test, and marketers may opportunistically drop or change their advertising. On the positive side, it is believed that recall tests can evaluate the effect of the advertisement on memory. The main issue, according to advocates of memory tests, is not the findings themselves but rather how they are perceived. Kevin Keller, Susan Heckler, and Michael Houston conducted a very intriguing research on the impact of brand name suggestiveness on memory, and they discovered that although suggestive brand names help consumers remember the company's advantages at first, they hinder them from remembering later-advertised promises. These findings would appear to

show that although it may be easier to position a brand initially with a suggestive name, doing so later on may be more challenging. According to the authors, these findings may help to explain why Old Spice and Oldsmobile have issues reaching younger audiences, while Jack in the Box has struggled to develop a more mature image.

The Netherlands Institute of Public Opinion evaluated the link between memory and recognition via a very broad longitudinal research. The findings showed that both newspapers and magazines had extremely high average correlations between memory and recognition. As 99 percent of the 3,632 memory instances also had documented recognition, the research came to the conclusion that recall truly arises from recognition. Additionally, memorable and intriguing advertisements improved the recall share of recognition and doubled memory scores. Advertising that is creative is far more powerful than traditional advertising in evoking impressions and memory.

### **Broadcast Commercial Posttests**

Broadcast commercial posttests may be conducted using a number of different techniques. The most typical include a mix of diagnostics, persuasive techniques, and day-after recall testing. Additionally used are test marketing and tracking studies, including single-source techniques. Burke Day-After Recall Tests For many years, the broadcasting industry's most widely used posttesting technique was the Burke Day-After Recall test. Numerous businesses provided day-after recall procedures; nonetheless, the term "Burke test" has essentially come to refer to all of these tests. Day-after recall tests were common, but they also had drawbacks such as small sample sizes, high prices, and security concerns. Additionally, it was proposed that recall tests had the following drawbacks:

1. DAR testing may favour impersonal appeals since participants are required to express the message verbally. A number of other studies have also suggested that emotional ads may be processed differently from thinking ones; some ad agencies, for example, Leo Burnett and BBDO Worldwide, have gone as far as to develop their own methods of determining emotional response to ads.<sup>26</sup> Thinking messages may be easier to recall than emotional communications, so recall scores for emotional ads may be lower.
2. Programme content could affect memory. Different memory ratings for the same brand may result from the programmes in which the advertisement appears. As a consequence, there is a chance that the recall score and the norms used to make comparisons are inaccurate.<sup>28</sup>
3. Because the respondents are aware that they will be tested the following day, a prerecruited sample may pay more attention to the programme and the advertisements it contains. A greater degree of memory than what really exists would result from this consequence.

The fact that day-after recall tests are field testing is their main benefit. The natural environment is meant to provide a more accurate response profile. These tests are especially highly-liked by marketers since they provide standards that allow them to compare how well their advertisements are functioning. Now available in addition to recall are a variety of efficacy metrics for the commercial, such as diagnostics and persuasive metrics. Persuasive Measures As mentioned previously in our discussion of pretesting broadcast advertisements, a measure of an

advertisement's persuasive efficacy is obtained by asking consumers to choose a brand that they would like to win in a drawing, and then asking the same question again following exposure to the advertisement. This is done in a theatre environment by announcing a series of prize draws and asking the audience to vote for which brand they would choose if they won. In real-world situations, it is done by measuring brand preference both the day the video is presented and the next day. Additional persuasion techniques, such as purchase-intent and frequency-of-purchase criteria, are provided by some of the providers. Diagnostics Copy testing companies provide diagnostic measurements in addition to memory and persuasion tests. These metrics are intended to collect opinions from viewers about the advertisements as well as information on how effectively the creative idea is understood and the proposition is conveyed. Examined are both rational and emotional responses to the advertisements. A variety of businesses, such as Diagnostic Research, Inc., Gallup & Robinson, and Millward Brown, provide diagnostic measures. Comprehensive indicators Despite the fact that each of the aforementioned indicators offers a unique perspective on how successful an advertisement is, many marketers are looking for several distinct perspectives. As a result, some businesses provide complete strategies that allow for the collection of all three of the aforementioned measurements via a single testing scheme[7], [8].

Test Marketing Before making their products available nationwide, many businesses do tests to evaluate the effectiveness of their advertising in certain test markets. The target market is reflected in the markets that were selected. If the demographic and socioeconomic features of Portland, Oregon; San Antonio, Texas; or Buffalo, New York, for instance, fit the market for the product, the corporation may test its advertisements there. The impacts of different budget levels, special offers, and responses to advertisements are just a few examples of the variables that could be examined. After the commercials have aired in their entirety in the media where they may typically appear, their efficacy is evaluated. Realistic advertising is a benefit of test marketing. The impacts of the tests are kept to a minimum and regular viewing conditions are utilised. If the test is correctly constructed, a high level of control may be reached. To examine the impact of advertisement frequency on customers' purchasing patterns, Seagram and Time, Inc., for instance, devised and carried out a thorough test market research over a three-year period. This study illustrated how much might be learnt from field research that included some experimental controls. It also demonstrated how thorough research may provide insightful data on how effective advertising strategies are. The Seagram research also identifies a few drawbacks of test market measurements, not the least of which are time and expense. Few businesses can afford to invest three years' worth of money and hundreds of thousands of dollars in this kind of test. Additionally, there is always a concern that rivals may learn about and interfere with the study process. Procter & Gamble and Toyota are two businesses that have tested interactive ads. Reckitt, the biggest producer of household cleaning goods worldwide, and Whirlpool have teamed together to test iTV advertisements. Customers may sign up to win a Whirlpool dishwasher, request free samples of Finish Dishwater Freshener, or obtain discount coupons for Finish Dishwater Tablets as three distinct incentives to participate in the promotion. The intended goal of 35,000 replies was surpassed after eight months of testing, according to Reckitt.<sup>29</sup> Sears and Ford are also evaluating the effectiveness of advertisements posted on Gemstar, the interactive TV Guide programme guide, while Chrysler is experimenting with

online gaming to generate leads and create buzz. If precautions are taken to reduce the drawbacks of such experiments, test marketing may provide significant information into the efficacy of advertising.

**Single-Source Tracking Studies** Since the 1980s, single-source tracking techniques have been the subject of a lot of research projects. Single-source monitoring techniques monitor customer actions from the television to the checkout line at the grocery store. A card that identifies their home and provides the research business with their demographics is delivered to participants in a specific region who have cable TV and agree to take part in the study. The houses are divided into matched groups, and either different advertisement are provided to each group or one group does not get any advertisements at all. The bar codes of the things they purchased are used to track their purchases. The correlation between commercial exposure and purchasing behaviour follows. We already discussed the practise of pretesting ads using single-source ad research. A 10-year study by Information Resources' BehaviorScan service showed long-term effects of advertising on sales. Another study showed that the single-source method can be used successfully to posttest ads, allowing for a variety of dependent measures and tracking the effects of increased ad budgets and different versions of ad copy—and even ad effects on sales. Advertising can result in sales growth for up to two years after a campaign ends, according to a study that looked at copy, media schedules, ad budgets, and the effect of trade promotions on sales in ten markets across the United States. Several single-source techniques have been employed, including BehaviorScan and MarketSource. Scantrack from the A. C. Nielsen firm is another popular single-source tracking system.

Due to the benefits of control and the capacity to directly assess the impact of the advertisements on sales, many marketers think that these single-source metrics will transform the way that research is performed. This strategy is currently being used by several large businesses and advertising agencies, including Campbell Soup, Colgate-Palmolive, Nestlé, General Foods, P&G, Pepsi-Cola, Leo Burnett, and J. Theodore Thompson. John Jones came to the conclusion that single-source data are starting to live up to their potential now that additional metrics are available after employing scanner data to examine the advertising/sales link for 78 businesses. Single-source testing is a useful tool, but there are still some issues with it. According to one researcher, "Scanner data focus on short-term sales effects, and as a result, capture only 10 to 30 percent of what advertising does."<sup>34</sup> Other researchers have expressed concern that the data are difficult to handle because to the abundance of information accessible. High single-source data collection costs are still another drawback. The above stated research businesses began using this way of measuring advertising efficacy in the 1990s, although acceptance was initially delayed due to the complexity of single-source data.

**Tracking Print/Broadcast Ads** Tracking the results of the ad campaign by taking measures at regular intervals is one of the most practical and flexible types of posttesting. The impacts of advertising on awareness, recollection, interest in, attitudes towards, and purchase intentions have all been studied using tracking techniques. There have been usage of in-person interviews, phone surveys, mall intercepts, and even postal surveys. Sample numbers each month generally vary from 250 to 500 cases. The most useful data that the marketing manager may use to evaluate existing programmes and make future plans comes from tracking studies.

The main benefit of tracking studies is that they can be customised for any unique campaign and/or circumstance. A list of common questions may be used to monitor the campaign's effectiveness over time. It is also possible to identify the impacts of different media, but considerably less successfully. Tracking studies have also been used to assess the varying impacts of various budget amounts, flighting effects, brand or corporate image, and memory of certain text points. Since many other variables may impact both brand and advertising memory, tracking studies are prone to some of the difficulties associated with recall and recognition metrics. Despite these drawbacks, tracking studies are nevertheless a very efficient technique to evaluate the outcomes of advertising efforts.

### **Creating a Programme to Measure the Impact of Advertising**

Testing the effectiveness of advertising is not a foolproof process. However, measures are being attempted to enhance this measuring job in response to requirements to identify the contribution of advertisements to the entire marketing effort. Let's start by going through the main issues with some of the current approaches, and then look at some potential solutions.

### **Issues with Modern Research Techniques**

It is evident that some of the fundamentals essential to excellent copy testing may be achieved easily when existing testing methodologies are compared to the standards specified by PACT, while others need much more work. For instance, principle 6 ought should involve the least amount of work possible. The researcher may simply regulate the test communications' completion status. The first two concepts are also quite simple. This text has shown how every promotional tool, message, and spending plan take the desired marketing and communications goals into account. The functions of these components are established by the integrated marketing communications planning model. The evaluation criteria for these programmes should therefore be obvious by the time one reaches the measuring phase. Principles 3, 5, and 8 are a little trickier, but once again, the researcher has a lot of control over these variables. In order to ensure that more than one test is completed, Principle 3 may just need funding. To guarantee dependability, it could be necessary to take into account no more than two comparable measurements. Similar to principle 4, principle 5 may be fulfilled with the right study design. Last but not least, principle 8 just needs solid research technique; every test should employ the target audience to judge an advertisement's effectiveness. You wouldn't analyse new alcohol advertising with a sample of nondrinkers.

PACT criteria 4, 7, and 9 may help to distinguish between excellent and poor testing methods since they are the most difficult aspects to regulate. Fortunately, tackling one of them leads to the accomplishment of the others. The study should be driven by a model of human reaction to communications that includes receipt, comprehension, and behavioural response. This is stated in principle 4, which is the ideal place to start. It is the premise that practising researchers tend to discuss the least, thus in our view it makes for the ideal beginning point. You may remember that Chapter 5 suggested a variety of models that may satisfy the conditions of this concept. Nevertheless, despite the fact that these models have been around for a while, very few mainstream research procedures make an effort to include them into their methodology. Despite the fact that numerous academics have shown that recollection is a poor indicator of success, the



majority of existing approaches do nothing more than produce memory ratings. The dependability of models that do make this claim—to assess things like changes in brand preferences or attitudes—is sometimes severely constrained by a host of issues. Any successful measure has to have some connection to the communications system[9]–[11].

At first appearance, principle 7 could seem to be straightforward to implement. Lab measurements are nonetheless artificial and susceptible to test effects, although providing control. Field measurements, although being more realistic, often lose control. The Seagram and Time research may combine the best of both worlds, but most businesses cannot complete it. This issue is resolved in part by some of the single-source system changes. Furthermore, well-crafted ad tracking studies provide more accurate evaluations of the communication's effect. We anticipate seeing improvements in approaches shortly as technology advances and this idea receives greater attention. Principle 9, which is concerned with validity and dependability, is last but not least. These are two of the most important characteristics between excellent and poor research, but the majority of the measurements described fall short in at least one of these areas. A research should be valid and dependable if it is correctly planned, which is to say it meets principles 1 through 8.

### **Crucial Elements of Effective Testing**

Simply stated, successful assessments of advertising effectiveness must take into account the nine PACT-established criteria. Making promotional strategies using the decision sequence model is one of the simplest methods to do this.

1. Specify your communication goals. As previously noted, it is almost hard to demonstrate the direct correlation between advertising and sales, with a few notable exceptions. As a result, the marketing goals set for the promotion programme are poor indicators of communication success. For instance, it is quite difficult to show how an advertisement affects brand awareness or sales. On the other hand, achieving communications goals may be assessed and results in achieving marketing goals.
2. Apply a model for customer feedback. We discussed cognitive response models and hierarchy of effects models early on in this book because they help us understand how communications affect people and how to accomplish communication objectives.
3. Make use of both pre- and posttests. Pretesting makes sense from a financial perspective, including opportunity costs and actual cost outlays. It might spell the difference between the campaign's or the product's success or failure. However, posttests, which do not have the same restrictions as pretests, employ considerably bigger samples, and are conducted in more realistic settings, should be used in combination with it. To ascertain the real efficacy of the advertisement or campaign, posttesting can be necessary.
4. Employ numerous strategies. One key dependent variable, such as sales, memory, or recognition, is the subject of many analyses that seek to gauge the success of advertising. Advertising, as previously said in this chapter, may have a range of impacts on the customer, some of which may be assessed using conventional ways and others of which need for modern thinking. A variety of measurements may be necessary for an accurate evaluation of



advertising performance. The Ogilvy Award winners previously mentioned used a variety of metrics to monitor the impact on communication goals.

5. Recognise and use appropriate research. Understanding research technique is essential. What qualities make an excellent design? Is it dependable and true? Does it measure the things we require? If you really want to gauge the consequences of advertising, there is no way to get around this requirement or around it.

Some of these issues were addressed by a significant study funded by the Advertising Research Foundation that involved interviews with 12,000 to 15,000 people<sup>36</sup>. We do not have the space to analyse this study in detail here, but it should be noted that the research was intended to evaluate copy test measures, compare copy testing procedures, and look at some PACT principles. This study's information has been released by the ARF, as well as in a variety of scholarly and professional publications.

### **Evaluation of Other Programme Elements' Performance**

We have covered the benefits and drawbacks of each promotional programme element, as well as how and when they should be employed, throughout this book. We've covered the efficacy metrics used to assess these programmes in numerous chapters. We add a couple measures that weren't covered before in the chapter's last portion.

### **Evaluation of the Success of Sales Promotions**

Sales events are not only for product distributors and merchants. They have shown to be a highly successful method for bringing in crowds, and sports marketers have been able to gauge their relative performance by the number of people that show up to games. The number of fans attending Major League Baseball games when promotions are provided has increased. Several companies track sales promotions. MarketSource is one company that offers marketers a way to gauge the success of their sample programmes. The programme determines a breakeven rate by dividing the sample investment by the user profit, albeit it is too complex to go into detail here. The sample programme is effective if the conversions are higher than the breakeven rate, according to Promotion Decisions Inc. <sup>37</sup>. There are several ways to measure sales promotions. Schnucks, Smitty's Super Valu, and Vons have all employed preliminary testing whose results were determined by data from scanners. Other marketers conduct awareness monitoring studies and tally the amount of enquiries, coupon redemptions, and sweepstakes registrations. Others have used this approach to investigate brand and store switching, alternative promotions, price cuts, and merchandising techniques. While all other variables constant, they measure sales both during promotional and nonpromotional times.

Datatec Industries provides a current technology advancement intended to monitor the success of sales promotions at the point of sale. Shopper Trak is an automated system that installs sensors around the store to track customers' movements, determine their height, and monitor traffic trends. The technique aids businesses in assessing the efficacy of advertisements or displays placed around the shop. Managers may assess sales promotion efforts using a communications framework provided by Elizabeth Gardener and Minakshi Trivedi based on a specified set of

criteria. The researchers demonstrate the effects of four promotional tactics and regularly low prices on each communication objective by employing four communications goals—attention, understanding, persuasion, and purchase—and borrowing from advertising applications. Additionally, the article discusses the effects of daily cheap price, Procter & Gamble's plan to stop using sales promotions.

### **Evaluation of Non-Traditional Media's Impact**

One drawback of using non-traditional media is that it is sometimes hard to assess the efficacy of the programmes. However, some strides have been made, as seen by these instances:

1. The effects of signage on shopping carts. We previously spoke about how using signs on shopping carts increased sales. Throughout this chapter, we have also made notice of the fact that, although while growing sales is a crucial aim, a variety of other variables may support or undermine this goal. The usefulness of shopping cart signage on statistics other than sales has at least been investigated by one research, which employed in-person interviews in grocery shops to gauge awareness, attention, and influence of this medium. It is interesting to note that it implies shopping carts are significantly less efficient than sign firms say.
2. The efficiency of media targeted to ski resorts. Advertising on ski chairlifts and other locations to try to target certain demographic groups was covered in Chapter 13 of this book. In order to provide marketers with more trustworthy criteria on which to make purchasing choices, the Traffic Audit Bureau is now monitoring the success of this kind of advertising. The media suppliers have recruited Simmons Market Research Bureau and Nielsen Media Research to gather data on ad impressions and advertising recall, while the TAB data confirms ad placements. These measurements are paired with sales tracking data to assess the performance of the medium.
3. The potency of alternative media. Several businesses provide efficacy metrics to assess the impact of packaging designs, POP displays, trade show exhibits, and similar marketing tactics. While it would be impossible to list them all here, suffice it to note that there are resources available if one want to assess the influence of different IMC components.

### **Analysing the Impact of Sponsorships**

We spoke about the rise in sponsorships and the causes of organisations' increasing expenditure in this field in prior chapters. Numerous techniques for gauging the influence of sponsors have emerged along with the rise in spending. Basically, exposure-based methodologies or monitoring metrics may be used to determine the success of a sponsorship:43

1. Exposure techniques. Exposure techniques may be divided into two categories: those that track the volume and kind of media coverage attained for the sponsored event, as well as those that predict direct and indirect audiences. Even though businesses often use these strategies, academics have harshly criticised them. For instance, Pham says that media attention should not be seen as a gauge of performance since it is not the goal of sponsorships. He contends that the measurements don't indicate any changes in views, attitudes, or behaviours and shouldn't be used as indicators of efficacy.

2. Monitoring techniques. Based on surveys, these metrics are intended to assess the awareness, familiarity, and preferences generated through sponsorship. Numerous empirical studies have examined how well consumers remember sponsors' advertisements, how well consumers know and feel about sponsors and their goods, and how well consumers perceive brands and corporations.

Several businesses now assess the success of sports sponsorships. For instance, Ann Arbor, Michigan-based Joyce Julius & Associates gives the visibility the sponsor gets during the event a monetary value. It analyses broadcasts and counts the amount of seconds during which a sponsor's brand or emblem is plainly visible. A 30-second advertisement is regarded as lasting for a total of 30 seconds. Impact on brand recognition and image changes are measured by Performance Research in Newport, Rhode Island. A Chicago-based research company called PS Productions offers its customers an evaluation of event sponsorships based on rising sales. Based on the cost of the event and the value of extras like donated media, customised displays, advertisements for important stores, and free tickets, PS determines sales objectives. If an event increases sales by at least that much, it is a success. Although each of these metrics has benefits and drawbacks, we advise combining a few of them to evaluate the effectiveness of sponsorships.

### **Evaluation of Effectiveness**

Numerous companies featured in this chapter provide research services to assess the efficiency of certain promotional programme components. The rising usage of integrated marketing communications programmes has raised interest in figuring out how all of the program's components work together synergistically, as we said at the beginning of this chapter. The growing integration of other media and the importance of gauging their contribution to the program's performance are shown by a study of the Ogilvy Award winners from 1993 to the present. The prizes granted by the London-based Institute of Practitioners, which in 2002 broadened the competition to non-traditional media as well as public relations, sales promotions, and other entrants, diverge from the specific concentration on advertising as well. Numerous research have been conducted, as mentioned throughout the chapter, to ascertain the combined impacts of two or more media as well as their synergistic effect. Before we go, we'd want to provide one more illustration of how a variety of media may have an influence. This story is especially intriguing because it shows that in order to gauge performance, a company does not need to be as big as Microsoft, spend millions on communications, or hire a big research agency.

In order to generate knowledge of and interest in its brand, Heart-wear, a tiny jewellery company with absolutely little advertising budget, mostly depends on word-of-mouth and its website. Heart-wear was able to gauge the value of publicity by monitoring site traffic in order to gauge the effect of having its product appear in different magazines. Heart-wear page requests in February 2002 varied from 5 to 726 per day on average, with a low of 5. The average number decreased in March. The jewellery was then featured in numerous periodicals, either with someone wearing it or only with a short print reference of its name, rather than as an advertisement. As can be seen, each time the jewellery appeared, the appearances in Teen People, YM, and US Weekly dramatically raised the amount of visits to approximately 4,000. Even though the exposures were small, they nevertheless had a big impact on the number of

visits, with no exposure periods being linked with fewer visits. The appearances in Victoria's Secret catalogue mailings were the cause of the increases in August and September, and each rise was connected with the mailing period. Sales numbers and site visits have a strong correlation. The Heart-wear example is just one more illustration of how important it is to gauge how well different IMC components are working for you. It indicates that the justification for not measuring due to costs has little to no substance, which is maybe as essential. The strengths and disadvantages of each of the advertising performance measurements presented here are inherent. They provide the advertiser with some data that could be helpful in assessing the success of promotional initiatives. Even if not all promotional initiatives can be successfully analysed, advancements are being made.

### CONCLUSION

The testing procedure should take into account a number of variables, including the market competition, cultural quirks, media outlets, and the precise objectives of the advertising campaign. Advertisers must also strike a balance between the requirement for feedback and revisions and the deadlines and financial limitations imposed by the overall advertising plan. This conclusion emphasises the value of market research in the advertising process. Market research gives businesses important information, lowers risks, and increases campaign effectiveness. Advertisers may improve the effectiveness of their advertising campaigns, raise the likelihood of campaign success, and meet their targeted advertising goals by using the right methodology, taking important elements into account, and doing effective data analysis. In order for marketers to make wise judgements and maximise the effect of their campaigns, market testing of ads is a crucial phase in the advertising process.

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## THE SIGNIFICANCE OF GLOBAL MARKETING AND THE FUNCTION OF GLOBAL ADVERTISING AND PROMOTION

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### ABSTRACT:

*In today's linked and competitive corporate environment, the relevance of global marketing and the role of global advertising and promotion are essential. This abstract gives a general overview of the significance of global marketing, emphasising the advantages of entering international markets as well as the function of international advertising and promotion in attracting and retaining a variety of audiences. The importance of worldwide marketing is highlighted in the abstract's first paragraph. Businesses that want to grow must consider both the potential and the difficulty of doing so in an increasingly globalised environment. Companies may expand market share, seize growth opportunities, become more competitive globally, and tap into new client categories via global marketing. By using economies of scale and breadth, it enables organisations to modify their marketing strategy to suit various cultural, economic, and legal environments. The purpose of international advertising and promotion is explored in the abstract. In order to successfully reach and engage diverse audiences across many nations and cultures, global advertising and marketing are crucial. It entails developing and implementing marketing strategies that cut across national and regional borders while taking into account regional quirks, tastes, and cultural considerations. Brand awareness, brand perception, and customer behaviour are all influenced by foreign advertising and promotion. In addition, the abstract highlights how technology and digital platforms are used in international advertising and promotion. The way companies interact with audiences across the world has been*

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*revolutionised by the rise of the internet, social media, and digital marketing technologies. These systems enable businesses to target certain audiences, personalise messages, and track campaign results in real time, improving the efficacy and efficiency of international advertising and marketing activities.*

**KEYWORDS:** *Advertising, Business, Global, International Advertising, Marketing.*

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## INTRODUCTION

The integrated marketing communications (IMC) strategies for goods and services marketed in the US market have been the main emphasis of this book. Since they often do not have the means, expertise, or motivation to expand internationally, many American businesses have historically focused the majority of their marketing efforts on the home market. However, this is quickly changing as American businesses realise the potential of foreign markets to generate fresh revenue streams and the need of marketing their goods abroad. Many businesses are working to create global brands that can be pushed and advertised all over the globe. The different concerns marketers must take into account when engaging with customers throughout the world are covered in this chapter's discussion of worldwide advertising and promotion. We look at the climate of global marketing and how businesses often have to modify their promotional strategies to fit local requirements. We discuss the controversy around the usage of a worldwide marketing and advertising strategy vs regionally tailored strategies for distinct nations. Additionally, we look at how businesses set themselves up for international advertising, how they choose their agencies, and how they weigh different factors including research, creative approach, and media choice. Although worldwide advertising is the emphasis of this chapter, we also consider other components of the promotional mix in global marketing, such as sales promotion, personal selling, publicity/public relations, and the Internet. Let's start by going through some of the factors that have contributed to international marketing being so crucial to businesses [1]–[3].

The globalisation of markets was one of the most significant changes in the corporate sector throughout the 1990s. All kinds of businesses now operate in a world that is basically devoid of borders. Global rivalry between global businesses for global customers now drives worldwide commerce. Time and distance are no longer obstacles to international marketing because to the development of speedier communication, transportation, and financial transactions. Products and services created in one nation rapidly spread to another where they are enthusiastically welcomed. Consumers all over the world use computers made by Apple and Dell, eat at McDonald's, shave with Gillette razors, drink Coca-Cola and Pepsi Cola soft drinks, drink Starbucks coffee, talk on Nokia and Motorola cell phones, and drive vehicles produced by multinational automakers like Ford, Honda, and Nissan. For a variety of reasons, businesses are putting more of an emphasis on global markets. Many businesses in the U.S. and Western Europe are aware that due to sluggish population growth, saturated markets, fierce rivalry, and/or an unfavourable marketing climate, their home markets only give them limited options for expansion. For instance, U.S. cigarette corporations must contend with falling domestic consumption due to limitations placed on their marketing and advertising initiatives as well as

the rising anti-smoking attitude in this nation. Companies like R. J. Reynolds and Philip Morris are focusing on international markets like Asia and South America since there is a larger prevalence of smoking there, non-smokers are far more tolerant of the habit, there is less organised resistance, and customers are less litigious.<sup>3</sup> Numerous American breweries, including Anheuser-Busch and Coors, are turning to foreign markets to continue development as beer sales in the country fall and regulatory demands mount. However, these brewers are up against fierce competition from foreign businesses that are also vying for market share abroad. For instance, South African Breweries, whose biggest markets are in Asia and Africa, bought the Miller Brewing Company in 2002. The purchase increases prospects for Miller brands in international countries while giving SAB access to the American beer market.

Many businesses must concentrate on international markets to survive. Due to their generally modest sizes, the majority of European countries lack the economies of scale necessary to compete with the bigger American and Japanese corporations. For instance, Nestlé in Switzerland and Unilever in the Netherlands are two of the biggest consumer goods firms in the world because they have mastered the art of marketing their brands to customers across borders. Two of the biggest mobile phone marketers in the world are from Scandinavian nations. Ericsson is based in Sweden, whereas Nokia is headquartered in Finland. Australia's tourism sector contributes significantly to its economy and is largely dependent on foreign travellers. International markets provide prospects for business development and profit, which is another reason why companies are seeking them. Eastern Europe and China now have free marketplaces because to the enormous economic, social, and political developments that have occurred recently across the globe. Due to China's 2001 World Trade Organisation membership, international businesses now have access to 1.2 billion prospective Chinese customers, and Western marketers are keen to promote to them and offer them a range of goods and services. Marketers of consumer goods and services as well as business-to-business marketers have several opportunities to expand into the expanding markets of the Far East, Latin America, and other regions of the globe[4]–[6].

## DISCUSSION

Numerous businesses in the United States and other nations have long understood the significance and potential profitability of global marketplaces. The globe has become General Electric, Ford, General Motors, Nissan, Nestlé, and Procter & Gamble's market, and these companies get a large portion of their sales and profits from other countries. More than 800 items are offered by Gillette in more than 200 nations. Nearly 70 percent of Colgate-Palmolive's \$10 billion in annual sales come from markets outside than the United States and Canada. Starbucks sells lattes all around the globe because its brand and reputation are recognised by customers in Europe, Asia, and North America. The firm has 1,200 worldwide locations from Beijing to London and has coffee shops in 28 different countries. By 2005, Starbucks wants to have over 10,000 locations globally. Numerous more American businesses and brands, like Pepsi, Nike, KFC, Dell, and McDonald's, are well-known internationally. To advertise their goods abroad, several American businesses have partnered with foreign businesses or developed strategic relationships with them. For instance, General Mills and Swiss-based Nestlé formed Cereal Partners Worldwide via a joint venture, using General Mills' well-liked product range and

Nestlé's effective distribution networks throughout Europe, Asia, Latin America, and Africa. With operations in 75 foreign countries, CPW is now the second-largest cereal firm in the world. In 2002, it achieved sales of more than \$800 million.<sup>9</sup> In order to have the beverage giant sell its instant coffee and tea over the globe, Nestlé has also engaged into collaborative partnerships with Coca-Cola. In Japan, Häagen-Dazs and Suntory Ltd. formed a joint venture, and as a result, premium ice cream, frozen yoghurt, and other Häagen-Dazs brands are now available across Asia.

Both huge multinational enterprises and small and mid-size businesses value access to international markets. Numerous of these businesses are better able to compete in foreign markets where there may be less competition, niche customers they may target, or items that have not yet reached the maturity stage of their life cycle. For instance, the WD-40 Co. currently receives a large portion of its sales growth from countries in Europe, Asia, Latin America, and Australia since the U.S. market has been saturated with its lubricant product. The fact that imports are stealing a more and bigger portion of the local market for many items is another reason why it is becoming more and more crucial for American businesses to embrace an international marketing perspective. The financial worth of our imports is greater than the financial value of our exports, resulting in a persistent balance of trade deficit for the United States. American businesses are becoming aware of the fact that we are transitioning from a solitary, self-sufficient national economy to a global one that is interconnected. This implies that American businesses need to develop international marketing strategies in addition to defending against foreign encroachment on the home market. While many American businesses are become more active in their search of international markets, they are up against fierce competition from other nations' huge multinational enterprises. European businesses like Unilever, Nestlé, Siemens, Philips, and Renault, as well as several Japanese auto and electronics makers and packaged goods firms like Suntory, Shiseido, and Kao, are among the world's most powerful marketers.

### **The Function of International Promotion and Advertising**

Advertising and promotion play a significant role in the marketing strategies used by companies to compete on the worldwide market. In 2002, the US spent an estimated \$236 billion on advertising, with multinational corporations with headquarters abroad spending the majority of this money. As global marketers located in the United States, as well as in European and Asian nations, grow their global advertising, spending on advertising outside of the United States has climbed by about 60% since 1990, reaching an estimated \$214 billion in 2002. Additionally, it is estimated that another \$500 billion is spent on marketing initiatives aimed at consumers, retailers, and wholesalers globally. With slightly more than half of the projected \$450 billion in global advertising spending going to the United States, the country continues to be the largest advertising market in the world. The industrialised nations of Western Europe, the Pacific Rim, including Japan, South Korea, and Australia, as well as the United States and Canada, account for over 90% of the money spent on promoting goods and services globally. However, China and a number of Latin American nations, including Mexico and Brazil, are seeing substantial increases in advertising expenditure<sup>[6]–[8]</sup>.

More and more businesses are realising the value of an efficient promotional strategy while competing in international markets. According to one international marketing professor, promotion is the company's most outward-facing and culturally-bound marketing function. Although other operations of the company link to the market more subtly and passively, marketing encompasses the whole collection of actions the company engages in in relation to its market. However, the company is speaking out and standing up with the promotional event in an effort to be heard and noticed. Many businesses have had trouble creating and executing advertising and marketing strategies for global markets. Businesses that advertise their goods or services internationally must contend with a foreign marketing environment, clients with diverse sets of values, cultures, consumption patterns, and habits, as well as customers with various buying motivations and capacities. The languages spoken in many nations, like Switzerland and India, differ from one another. Due to scarcity or ineffectiveness, media alternatives are highly constrained in many nations. These features need alterations to other components of the advertising and promotional programme for international markets in addition to differing creative and media methods.

### **The Global Environment**

Similar to domestic marketing, businesses that engage in international marketing must carefully assess the key market-specific environmental aspects, such as the economic, demographic, cultural, and politico-legal variables. When examining the environment of any nation or market, marketers must take some of the elements in each category into account. These factors are crucial for determining each nation's potential as well as for creating and putting into action a marketing and promotional strategy.

### **The Financial System**

Given that goods and services can only be supplied to nations with the financial wherewithal to purchase them, a country's economic state may be used to predict both its current and future capacity for consumption. In industrialised nations like the United States, Canada, Japan, and the majority of Western Europe, where customers typically have greater incomes and standards of life, this is often not an issue. As a result, individuals have access to and a desire to buy a wide range of goods and services. Developed nations possess the financial, distribution, communications, and transportation networks necessary for successful corporate operations in these markets. Contrarily, many developing nations lack the buying power and restricted communications infrastructure that businesses seeking to sell their goods or services in these markets may rely on. Industrialised countries provide the majority of businesses the best marketing and advertising options. However, the majority of these nations have steady populations, and their marketplaces for a wide range of goods and services are already well developed. Many marketers are focusing on regions of the globe where consumer markets and economies are expanding.

Many marketers started focusing on the "four Tigers" of Asia—South Korea, Singapore, Hong Kong, and Taiwan—which were among the fastest-growing markets in the world—in the early to mid-1990s. But when the Asian economic crisis struck in 1997, these nations and other regions of Asia went through a severe recession, which had a significant negative impact on consumer

purchasing. Over the last several years, a severe economic crisis has also affected Latin America. Argentina's economy has been especially terrible due to political unrest and fiscal decisions that have caused the peso to lose 70 percent of its value relative to the dollar and the euro. From more than \$3 billion in 1999 to roughly half a billion in 2002, Argentina's advertising budget fell. Another important market in Latin America, Brazil, has lately been plagued by economic issues. The majority of multinational corporations have had difficulties as a result of the global economic downturn, which started in 2001. Most nations have also seen decreases in their expenditure on advertising. Many nations' economy are in a state of stagnation, which makes it difficult for businesses to achieve their growth goals. Nevertheless, a lot of global corporations are concentrating on areas with faster economic development, such those in China. Many are now focusing on developing nations in the third world, where consumer markets are only starting to take off. The opportunities that these markets bring as well as the difficulties of marketing to them are covered in Global Perspective.

There are significant demographic disparities both across and within nations. Marketers must take into account income levels and distribution, population age and occupation distributions, family size, educational attainment, and employment rates. Literacy rates in certain nations are also important; those who cannot read will not react positively to print advertisements. In order to assist businesses design their advertising strategies, demographic data may provide insight into the living conditions and habits in a given nation. The market potential of different international markets may be determined using demographic data. In 2000, India had a population of over 1 billion. With 1.2 billion inhabitants, only China has a higher population.18 Despite the fact that the majority of customers in the area still have low incomes, Latin America continues to be one of the greatest potential marketplaces in the world. With a population of 200 million, Brazil is the biggest consumer market in South America and is expanding as a market for several goods and services. More than half of the Latin American market is under the age of 26, and 30% is under the age of 15. Children are also the market segment that is expanding the quickest. International marketers like Mattel, Hasbro, Burger King, and others have taken notice. More individuals under the age of 16 live in Indonesia than in the United States, and as a result, they are more open to importing Western culture and goods. For instance, the California-based Tower Records brand of music shops, which is well-liked by Thai youth, established stores in Bangkok that are almost exact replicas of its locations in the United States.

### **The Cultural Setting**

The culture of each nation is a significant factor in the global marketing environment. The language, habits, preferences, attitudes, lifestyles, beliefs, and ethical/moral standards are just a few of the cultural factors that marketers must take into account. Almost every nation demonstrates cultural characteristics that affect both the demands and desires of customers as well as how they go about satiating them. Marketers need to be careful when choosing the goods and services to offer to other cultures as well as while conversing with them. The most efficient method of reaching new customers and developing markets abroad is often advertising. However, since it may be difficult to create messages that will be understood across national boundaries, it can also be one of the most challenging components of a worldwide marketing programme.



Foreign advertising often have linguistic barriers. The advertiser has to be familiar with the country's idioms, quirks, and local language. International marketers need to be aware of the meanings associated with the words and symbols they employ in their communications, as well as how translations of ad content and slogans work. Translating company names and advertising messaging into other languages is a common challenge for marketers. The phrase "you don't have to make a great fuss" could not be meaningfully translated into many other languages, despite the fact that this advertisement was successful in the United States and other English-speaking nations. The connotative interpretation of signs and symbols used in advertisements may cause issues for advertisers. For instance, Pepsodent tooth paste failed in Southeast Asia because it promised white teeth in a region where having black or yellow teeth is considered a sign of status. In Malaysia, where the colour green is associated with sickness and death, an American advertising campaign employing different hues of green proved a failure [9]–[11].

The best way to deal with issues brought on by linguistic variety and variations in signs and symbols is often with the assistance of local knowledge. Marketers should speak with locals or hire an advertising agency that speaks the local tongue to assist confirm that the marketer is expressing what it wants to communicate. Many businesses use organisations who are experts in translating marketing content and slogans into other languages. Cultural concerns also include things like tastes, conventions, and traditions. What goods and services a community will purchase and how they must be advertised are influenced by its customs. Both men and women use cosmetics often in France, and advertising to the male market is popular. Additionally, there are cultural variances in the grooming and hygiene practises of customers among nations. For instance, despite the fact that many Americans use deodorant and shampoo on a regular basis, use of deodorants and mouthwash is far lower in many other Western nations due to a general lack of personal cleanliness obsession. Values are yet another facet of culture that foreign marketers must fully comprehend. Cultural values are ideal end states of existence and standards of behaviour that all members of a community share. Consumers' fundamental values are shaped by society, which has an impact on their behaviour and how they react in different situations. In contrast to many Asian civilizations, American cultural norms, for instance, put a strong premium on personal initiative and initiative at the individual level. The attitudes and openness of a society's citizens towards foreign goods and services may also be influenced by the society's values and beliefs. Consumer behaviour in different nations is often influenced by ideologies like nationalism or ethnocentrism, which relate to the propensity for people to see their own group or society as the centre of the world.<sup>22</sup> Consumers in many European nations were hesitant to purchase American products for a long time, and there was even reaction against American iconography. In fact, many American businesses operating in Europe took pains to conceal their American heritage.

France is one European nation in particular where American-made goods have not been warmly appreciated for a long time. The French have traditionally been fiercely protective of their culture; for instance, there are quotas for radio and TV programming that is only in French. According to historian Richard Pells, "France, like the U.S., has traditionally seen itself as a country with a mission and a country whose culture and civilization is worthy of being exported around the world."<sup>23</sup> However, numerous American products have recently gained popularity in France, especially among younger consumers. For instance, the Boston-based sports shoe brand



New Balance's French affiliate saw a significant increase in sales when the 576 model shoe became popular among the country's fashion elite. U.S. brands have gained popularity recently both in Asia and many other European nations. Marketers credit the global distribution of American music, movies, and TV programmes, the expansion of the Internet, and the rise in international travel for the increasing appeal of many U.S.-made items. These elements have increased international customers' familiarity with American culture, values, and lifestyle.

Because of its distinctive beliefs and consumer culture, Japan is one of the most difficult markets for many American marketers to comprehend. In contrast to most Americans, who value individuality more than social interdependence and collectivism, the Japanese, for instance, have a strong commitment to the collective. Ads that emphasise individualism and nonconformity have historically not performed well in Japan, but in recent years, westernised ideals have grown increasingly common in Japanese advertising. However, Japanese people tend to favour soft rather than forceful pitches and loathe advertisements that criticise or challenge the competition.<sup>27</sup> According to a recent research, the predominant ideas about the self and society in each nation are reflected in how young females are portrayed in magazine advertisements from both Japan and the United States. Teenagers are often shown as rebellious, independent, determined, and even defiant in American advertisements, all of which are congruent with the country's concept of individualism. In actuality, Japanese advertisements often feature a cheery, fun, innocent, and girlish image that is consistent with the culture's more reliant concept of self. Another recent research looked at how gender roles are portrayed in Japanese magazine advertising and discovered that some of the rigid stereotypes of both men and women that were formerly prevalent have loosened significantly since the 1980s. While women are portrayed in more favourable ways, males are less often connected with stereotypically masculine characteristics. The researchers hypothesise that this may be a result of Japan's portrayals of men and women becoming more westernised.

More thought is being paid to comprehending the cultural system and values of the world's most populous nation as marketers focus their emphasis on China. Confucianism, which emphasises loyalty and interpersonal connections, is at the core of Chinese principles. Chinese culture also places a strong emphasis on finding peace with nature, inner experiences of meaning and emotion, stability and harmony, intimate family relationships, and tradition in addition to passively accepting one's destiny.<sup>30</sup> Advertising reflects these traditional Chinese cultural norms, according to a recent study of Chinese advertising appeals. Chinese marketers often focus less on information-rich commercials and more on using images and emotional appeals to make consumers like a product. However, the research also discovered small adjustments in the cultural value appeals made by marketers, especially for advertisements aimed at younger customers. It was discovered that youth and modernity appeals were pervasive, reflecting the westernisation and modernization trends in China.<sup>31</sup> For marketers, it will be crucial to have a deeper grasp of Chinese cultural values and how they affect communication strategy since marketing is just starting to take off in China and advertising is a relatively new social phenomena. Another element of society that influences norms, values, and behaviours is religion. For instance, advertising must be mindful of the different taboos present in many Arab nations as a consequence of the strict interpretations of Islam. Pork and alcohol cannot be promoted together. Both human nudity and depictions of anything religious, such as crosses or photos of

Mecca, are prohibited. Women's faces may not be seen in photographs, hence advertisements for cosmetics often include women's faces drawn.<sup>33</sup> Many religious authorities in conservative Islamic nations are against advertising because it supports Western iconography and culture and the related non-Islamic materialism.<sup>34</sup> A new ground-breaking TV discussion show on feminine hygiene called "Frankly Speaking" that addresses some of the most delicate topics affecting women in an Islamic nation is being sponsored by Procter & Gamble, breaking with precedent in Egypt. The Egyptian government, which has started its own campaign for health education, supports the programme. Although P&G doesn't advertise its goods on the programme, it does include a lot of advertisements for its Always brand, which controls 85% of the disposable sanitary pad market in the nation.

## CONCLUSION

The importance of international marketing and the role of international advertising and promotion in the current corporate environment are highlighted in this abstract's conclusion. Numerous advantages come from entering international markets, and global advertising and promotion allow businesses to interact and efficiently reach a variety of global consumers. Businesses may develop effective worldwide campaigns, improve brand performance, and spur corporate expansion on a global scale by comprehending cultural subtleties, using localization techniques, and utilising technology. Businesses looking to succeed in the worldwide market must implement efficient global marketing strategies and employ well-executed global advertising and promotion campaigns.

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## NUMEROUS ASPECTS OF THE GLOBAL ENVIRONMENT AND HOW THEY AFFECT JUDGEMENTS ABOUT ADVERTISING AND PROMOTION

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### **ABSTRACT:**

*The global environment is a diverse set of cultural, social, economic, and regulatory variables. It is a dynamic and complex environment. An overview of the many facets of the global environment and how they affect perceptions of advertising and promotion is given in this abstract. It investigates how perceptions, attitudes, and choices about advertising and promotion tactics are influenced by cultural values, social conventions, economic circumstances, and regulatory frameworks. The abstract starts out by highlighting how important it is to comprehend the global environment while discussing advertising and promotion. The efficacy and reception of advertising messages are substantially impacted by the different cultural settings and social norms that firms confront when they expand into foreign markets. For marketers to customise their methods, accommodate regional preferences, and prevent possible misunderstandings or cultural insensitivity, it is essential to be aware of these variables. The abstract explores how cultural values affect perceptions of advertising and marketing. Consumer behaviour, tastes, and attitudes towards advertising messages are influenced by cultural values. Different cultures place different ideals in higher regard, including individuality, collectivism, masculinity, femininity, avoiding ambiguity, and long-term thinking. To guarantee that their messaging are consistent with the target audience's beliefs and cultural identity, advertisers must manage these cultural factors.*

**KEYWORDS:** Advertising, Business, Global, International Advertising, Marketing.

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## INTRODUCTION

One of the key elements affecting an international marketer's advertising and marketing plans is the political and legal climate of the country. Regulations vary due to economic, national sovereignty, nationalistic, and cultural reasons, as well as the need to protect consumers not just from deceptive or fraudulent advertising but, in certain circumstances, from all forms of advertising. Since some nations are strengthening government control over advertising while others are reducing it, it is difficult to make generalisations regarding advertising regulation on a global scale. Government laws and limitations may have an impact on a company's advertising programme in a number of ways, including:

1. The kinds of goods that could be promoted.
2. The potential utilisation of material or a creative strategy.
3. The media that are available to all marketers.
4. The overall or per-medium allotment of advertising that one advertiser may utilise.
5. The use of other languages in advertisements.
6. Using marketing materials created outside of the nation.
7. Using regional as opposed to global advertising firms.
8. The particular taxes that could be imposed on advertising.

The promotion of certain items is prohibited or restricted in a number of nations. Several nations outside of the United States, including Argentina, Canada, France, Italy, Norway, Sweden, and Switzerland, have outlawed cigarette promotion in some or all media. Tobacco advertising is restricted to points of sale in Australia. The prohibition on cigarette businesses sponsoring sports events also applies to them. In an attempt to reduce the nation's growing smoking rate, the Malaysian government prohibited tobacco-related sponsorship and advertising in 2003<sup>37</sup>. In China, tobacco and alcoholic beverage advertising is outlawed outside of hotels for foreigners. The tobacco industry has recently scaled down its marketing initiatives in regions all around the globe, particularly Asia and Eastern Europe, where they have had far greater regulatory latitude. As part of a number of new self-regulatory measures, the tobacco industry agreed to stop all television advertising in Mexico at the end of 2002. Many of these restrictions are already being imposed on the companies in North America, Western Europe, and North Asia, where governments take a strict stance against tobacco advertising. However, laws are often lax in several other nations, like the Philippines and Indonesia. The industry's attempts to self-regulate are seen as a ploy to thwart the World Health Organization's push for a global ban on all tobacco advertising<sup>[1]–[3]</sup>.

To keep the expense of government-funded health care under control, prescription medication advertising has been prohibited in Europe for a long time. The European Union has stated that advertising raises medicine firms' marketing budgets and drives up costs. While the European Commission is considering loosening these limits for medications used to treat AIDS, diabetes, and respiratory conditions, the prohibition forbids prescription medicine firms from discussing their goods even on their websites or in brochures. International marketers are used to limitations

on the promotion of drugs, alcohol, and cigarettes, but they are often taken aback by limitations on other goods or services. For instance, restaurant franchises and margarine cannot be marketed in France. Because it tempts French citizens to spend their francs abroad, tourism advertising has long been forbidden by the French government.

The media that advertising may utilise is limited in several nations. An appeal against Greece's national prohibition on toy advertising on daytime television was dismissed by the European Commission in 1999. Thus, toy advertisements on TV are only permitted in the evenings.<sup>42</sup> Scandinavian nations have some of the strictest advertising laws in the world. Sweden did not introduce commercial TV advertising until 1992, and both it and Denmark have time restrictions on commercials. Since commercial television was introduced to Sweden ten years ago, advertising to young children is not permitted. Saudi Arabia opened its national TV system to commercial advertising in 1986, but advertising is not allowed on the state-run radio system. The Swedish government believes that young people are unable to distinguish between advertising and programme- ming and are incapable of understanding the selling intent of commercials. Government and religious limitations apply to advertising in magazines and newspapers throughout the nation. The advertising message is impacted by the laws and regulations of several countries. Comparative advertising, for instance, is acceptable and often used in the United States and Canada but is prohibited in several nations, like Belgium and Korea. In order to standardise the fundamental structure and substance of comparison advertising and create a unified strategy, the European Commission has created a regulation. Comparative advertising is now permitted in a large number of European nations, prohibited in others (such as Great Britain), and both lawful and hardly utilised in others. Comparative advertisements are now being accepted in several Asian and South American nations. Few marketers, however, have been able to develop a comparison message that has been accepted in Brazil because the country's self-regulatory advertising regulations are so strict.<sup>46</sup> Many nations have limitations on the kinds of claims that may be made by advertisers, the language they can use, and the ways in which items can be shown in advertisements. Specific product promises, such as "20 percent fewer calories," are not permissible in Greek advertising messages. Copyright laws and other legal constraints make it difficult to use the same brand across markets. Because the term "diet" is illegal in many countries, such as Germany, France, and many others, Diet Coke is known as Coca-Cola Light there.

## DISCUSSION

Government regulations may affect both the creation of the advertisement and the usage of foreign languages in it. The majority of nations allow the use of foreign languages in print and direct mail advertisements. However, some governments only permit the use of foreign-language advertisements in media that is directed at foreigners living in their country.<sup>48</sup> Some nations additionally prohibit the use of advertisements and talent that was generated outside of their country. For instance, all commercials that are shown on Malaysian television must be produced in Malaysia, with a few exceptions like tourism advertising. The Asian nation is thinking about altering its regulations to let foreign ads to appear on the newly legalised satellite transmissions entering the nation. These limitations are mostly driven by financial factors. In order to develop their domestic film industries and provide employment opportunities for local print and



audiovisual media creators, several nations mandate that at least a share of ads be produced locally. These limitations are also influenced by nationalistic and cultural considerations, as well as the desire to prevent powerful international advertising firms from controlling domestic advertising markets and impeding national growth. In China, restrictions on the advertising sector recently underwent a new twist when the government started severely enforcing rules on the licences it required of magazine publishers. Western publishers have had to either use a straight translation of the often cryptic name that appears on their licence or refrain from using an English name altogether ever since the new regulation went into effect on January 1, 2000. As a result, publications like *Woman's Day*, *Esquire*, and *Cosmopolitan* are prohibited from using their well-known titles[4]–[6].

A few of the legal limitations and other obstacles that face foreign advertising are being reduced in certain nations. For instance, the Maastricht Treaty aimed to establish a unified European market and eliminate numerous trade restrictions between the European Community's 12 member states. One of the objectives of this plan was to have a uniform advertising law for the whole EC, however many of the advertising directives were not agreed upon when the treaty was ratified in November 1993, and as a result, many advertising restrictions are still set by each nation. The majority of the 15 member states of the European Union are currently enforcing a rule that the European Commission enacted prohibiting all cigarette advertising. Additionally, the European Commission may take action to limit alcohol marketing and promotion. A pan-European campaign to outlaw television advertising directed towards children less than 12 has been spearheaded by Sweden and is gathering support from other EU states. Instead of outlawing attempts to reach children, however, marketers, ad agencies, the media, and trade associations in a number of European nations, including the United Kingdom and France, have started to push for self-regulation that would include initiatives to help children understand and interpret advertising effectively.

### **Advertising on a global vs local scale**

The consideration of the distinctions between the marketing environments in various nations leads one to believe that every market is unique and needs its own marketing and advertising strategy. However, the idea of global marketing has received a lot of attention recently. Under this notion, a company applies a single marketing strategy throughout all of the nations in which it does business, basically selling the same product wherever it operates. By using the same fundamental advertising strategy across all markets, global advertising comes within the purview of global marketing as a means of putting this plan into practise. The standardisation vs. localization of marketing and advertising campaigns has been a topic of discussion for some time.<sup>53</sup> However, Professor Theodore Levitt is credited with popularising the concept of global marketing, arguing that the global marketplace has become homogenised and that consumers' fundamental needs, wants, and expectations transcend geographic, national, and cultural boundaries.

Global marketing taken to the nth degree is how Levitt sees the world. He contends that people everywhere are thinking—and shopping—increasingly similar as a result of affordable plane travel and recent advancements in telecommunications technology. The New Republic of Technology, according to Levitt, homogenises worldwide preferences, desires, and possibilities

into global marketing proportions, enabling the production of globally standardised goods. Levitt's idea of global marketing, especially as it relates to advertising, is not universally accepted. We will examine the reasons for and against global marketing and advertising, as well as the circumstances when it is most suitable. Many contend that goods and advertising messages must be tailored, or at least changed, to fit the various demands of customers in different nations.

### **Benefits of International Marketing and Advertising**

A corporation may benefit from having a worldwide marketing strategy and advertising campaign, including the following:

1. Scale-based economies of production and distribution.
2. Lower marketing and advertising expenses as a consequence of planning and control budget cuts.
3. Lower manufacturing expenses for advertising.
4. The capacity to commercialise sound concepts globally and launch goods into a range of international markets swiftly.
5. A dependable global brand and/or corporate image.
6. Simplified planning, management, and coordination of marketing and promotional initiatives.

Global marketing and advertising proponents argue that if marketers prioritise quality, dependability, and affordable costs, standardised goods are feasible in all nations. People are said to desire to purchase the same goods and live similarly everywhere. Lower design and manufacturing costs, as well as improved marketing effectiveness, are the benefits of product standardisation, which lowers consumer pricing. Product standardisation and global marketing also help firms launch items more quickly into international markets, which is crucial as product life cycles become shorter and competition rises. Coca-Cola, Merrill Lynch, Xerox, American Express, and British Airways are just a few businesses that have had great success adopting a worldwide advertising strategy. Early in the 1990s, Gillette employed international advertising to introduce the Sensor shaving system, which went on to become one of the most popular items in company history. The worldwide campaign's advertising theme was "The Best a Man Can Get." At the end of the decade, Gillette introduced the Mach3, a new triple-bladed shaving system, and once again used a global campaign centred on the high-tech nature of the product while keeping the same slogan. In order to inform potential consumers about the complexities of the triple-bladed razor, Gillette established the Mach3.com website prior to the release of the new device. This website was financed by internet advertising. Following the Web campaign, a \$200 million international publicity blitz helped the Mach3 become the best-selling shaving system after less than a year on the market [7], [8].

### **Issues with International Advertising**

Few products, according to opponents of the standardised global approach, lend themselves to international advertising. It is extremely challenging to create a successful universal strategy for marketing and advertising due to differences in culture, market, and economic development, consumer needs and usage patterns, media availability, and legal constraints. Because of cultural

variations in situations, language, customs, values, beliefs, lifestyle, music, and other factors, advertising may be especially difficult to standardise. Furthermore, some scholars contend that global cultural diversity is increasing rather than decreasing. As a result, only inside that culture can advertising effectively educate and persuade customers to use a certain brand. Advertisers must adapt their marketing and advertising strategies to the many challenges they may encounter in various countries since consumer use habits and perceptions of a product may change from one nation to the next. For instance, when Nestlé launched its Nescafé instant coffee brand, the corporation had to deal with at least five distinct circumstances throughout the globe:

1. The concept of instant coffee was widely adopted in the United States, although Nescafé only had a small market share.
2. Nescafé dominated the market in continental Europe, although instant coffee was still a relatively new concept.
3. In nations where tea is consumed more often than coffee, including the United Kingdom and Japan, it was necessary to convert tea consumers to instant coffee.
4. The favoured coffee in Latin America was a robust beverage that couldn't be replicated by instant coffee.
5. Nestlé had to contend with the deeply rooted tradition of keeping a pot of coffee on the stove from early in the morning until late at night in Scandinavia.

For each market, Nestlé had to utilise a distinct advertising approach since a worldwide campaign could not have successfully addressed the variety of circumstances. When Nestlé entered the Israeli market in 1995, it faced yet another difficulty. Nescafé was the common name for instant coffee in Israel because many there believed it was an acronym for the Hebrew word *namess*. Israeli customers were also not too picky about the calibre of their coffee, and they thought the subpar powdered coffee, or *nescafé*, made by a local business, was acceptable food. All of the advertising for the Nescafé Classic brand referred to it as "Nescafé of Nestlé" and depicted it as the coffee of choice for people all over the globe in an effort to combat the generic connotation of Nescafé. In order for customers to appreciate Nescafé Classic's high quality, the business also relied on taste testing at the points of sale. Within a year, Nestlé controlled 30% of the Israeli market for instant coffee. According to several experts, promoting a standardised product in the same manner everywhere may alienate staff, alienate customers, and blind companies to the variety of client demands. For instance, when McDonald's moved to Puerto Rico, it alienated customers by utilising Spanish-dubbed versions of American TV commercials before bringing in Hispanic advertisements from New York, which later study revealed were too Mexican. When Parker Pen tried to employ international advertising in the middle of the 1980s, it too ran into difficulties. The home office's decision to centralise the advertising function with one global agency and mandate the kind of advertising appeal utilised in their markets infuriated local managers at its overseas subsidiaries. These issues have prompted several large corporations to abandon an entirely standardised methodology. For instance, the Colgate-Palmolive Co. has promoted the use of worldwide appeals for several of its brands, including as the Fab and Ajax product lines, and has done so in the past. However, under its present marketing approach, advertising is often changed for a single nation or area, especially when

local ingenuity may elevate the advertising above the global norm. Colgate toothpaste's advertisement serves as an illustration of this strategy. In almost every nation where Colgate is marketed, the globe/smile picture is utilised as the visual, although the text differs. This Reader's Digest advertisement for the Russian market first appeared in the Moscow issue.

According to several marketing professionals, huge advertising agencies are attempting to grow their clientele by pressuring them to handle all of their customers' international marketing communications in order to get more attention for the benefits of global advertising. There is little doubt that many huge multinational corporations are concentrating their operations with one or a small number of global advertising firms. However, the client's increased focus on international markets is often what prompts the consolidations. While many in the advertising profession consider the globalisation of advertising to be a challenging endeavour, some development has been achieved in understanding what goods and services are most suitable for global appeals: Messages or brands that can be changed to appeal to the eye, bypassing the difficulties of attempting to translate words into several tongues. Products that are marketed using image campaigns that tap on common appeals like sex or wealth. High-tech and novel items that are being introduced to the globe for the first time and are not deeply rooted in local culture. Nationalistic goods if the nation is well-known in the industry. Goods that appeal to a market niche that has common preferences, requirements, and values.

Many businesses and brands depend largely on adaptable visual appeals for usage in international advertising efforts. For instance, in an attempt to position itself as more than just an aeroplane maker, Boeing launched its first worldwide image campaign in 2000. Despite being the world's top producer of commercial aeroplanes, Boeing has also become a significant player in the markets for military aircraft, rockets, satellites, and broadband communications via a series of acquisitions. Boeing is establishing its future via a worldwide image and branding strategy with the slogan "Boeing Forever New Frontiers." A continual stream of images are used in the advertisements, including toddlers with their arms extended, a little kid releasing a dove, jet jets, and rotating satellites. The campaign's objective is to capitalise on Boeing's solid reputation as a worldwide brand among influential people in business, aviation, and government. It also aims to get workers excited about the company's future. The second kind of advertising, image advertising, may be used to advertise goods like jewellery, alcohol, cosmetics, and cigarettes. Marlboro utilises its cowboy/western motif all around the globe, and several cosmetic firms run comparable advertising efforts in other nations.

Levitt, like many marketers, thinks that enthusiasm, feeling, and a host of other emotions are shared by all people. As a result, emotional and visual appeals are often used in international advertising efforts. What it ultimately comes down to, one advertising executive observed, is that we are all human. We are all endowed with the ability to feel. We have feelings. And we experience them very similarly. We are connected to one another and to a supreme power source that transcends us in a manner that makes us susceptible to a similar emotional spectrum despite the fact that we speak various languages and follow diverse cultures. Businesses who create goods that appeal to shared needs, beliefs, and emotions are also realising that they can promote their brands via international marketing. For instance, one of the top fashion and design businesses, Calvin Klein, whose name is well-known worldwide, recently began a global

advertising campaign for its Eternity fragrance line. With advertisements showing pictures of family life set to the timeless Burt Bacharach song "What the World Needs Now Is Love," which is performed by Aimee Mann, the ad campaign enhances the Eternity ideal of enduring love and closeness. The print advertisement is created to seem like photos taken from a family book and has the phrase "Love, Sweet Love" as well as illustrations of life's significant events. Christy Turlington, a supermodel, is portrayed as the Eternity lady in the advertisement.

The third group includes a variety of business-to-business products and services, including computer systems, as well as high-tech consumer goods including personal computers, calculators, VCRs, TVs, and audio equipment. Global advertising campaigns are now being used by business-to-business marketers including EDS, Xerox, Hewlett-Packard, and IBM. The fourth group includes goods whose national reputation for excellence may serve as the foundation for an international marketing strategy. Swiss timepieces, French wine, German beer, and vehicles are a few examples. Numerous American businesses are profiting from the reputation that American goods have developed among customers in Europe and other overseas markets, as was mentioned earlier in the chapter. For instance, Jeep advertises itself as "the American legend" throughout Europe and Japan. Since Brown-Forman started marketing its Jack Daniel's and Southern Comfort alcoholic beverage brands overseas more than 20 years ago, they have included an American motif. Products and services that may be supplied to universal market groups across the globe, as those outlined by Salah Hassan and Lea Katsansis, fall under the final category for which globalisation is acceptable.<sup>65</sup> The world's elite is one such group; they are individuals who, as a result of their economic status, may pursue a lifestyle that includes exquisite jewellery, pricey apparel, high-end vehicles, and the like. Marketers of premium goods like Louis Vuitton bags, Cartier jewellery, Godiva chocolates, and Bally leather goods may employ global advertising to target the affluent consumer group globally. Internationally renowned businesses that compete in the market for luxury products often project a distinct image of status and elegance to the whole globe.

Teenagers are another group of international customers with comparable demands and interests who look for features and advantages in goods and services. The 40 million teenagers in the United States and Canada are joining the more than 200 million teenagers in Europe, Latin America, and Asia's Pacific Rim to form a massive, freely spending global market.<sup>66</sup> Teenagers nowadays are exposed to a lot of media, including television, publications, movies, music, and travel as well as international advertising from brands like Levi Strauss, Benetton, Nike, Coca-Cola, Pepsi, and others. MTV is presently broadcast in 136 countries.

### **Local messages, global goods**

While the benefits and drawbacks of international marketing and advertising are still being contested, many businesses are adopting a middle ground strategy by standardising their goods and core marketing tactics while localising their advertising messaging. This strategy takes into account that people have comparable requirements, wants, and uses for goods and services, but it also adjusts advertising to local circumstances and cultural norms in each market. This method is known by the agency catchphrase "Think globally, act locally." The slogan of Grey Advertising is "global vision with a local touch." Although some advertisers employ worldwide advertisements with little to no modification, the majority of businesses modify their messaging



in response to linguistic variations, changing market circumstances, and other variables. Many international marketers use a tactic known as pattern advertising; although their advertisements follow a basic approach, topics, language, and sometimes even graphic aspects are modified to account for variations in local markets. To appeal to women in those nations, models from Australia, France, Germany, and Italy are utilised in Unilever's Dove soap's worldwide advertising and positioning strategy. The Taylor- Made Golf Company promotes their golf clubs in many nations via pattern advertising. Advertisements promoting the company's R500 driver for usage in Germany and the US.

Making a number of commercials with a same concept and structure and letting managers in different countries or regions choose the ones they think would resonate most with their audiences is another method that global marketers adjust their campaigns to local markets. Additionally, some businesses are allowing local managers greater latitude to modify national advertising themes for regional markets. For instance, when Douglas Daft became the CEO of the Coca-Cola Co. in late 1999, he saw that global brand management and marketing had isolated the business from the important distinctions that existed across markets. Daft unveiled a new approach that offers managers greater latitude to modify their marketing and promotion to suit local situations in different locations and nations throughout the globe.<sup>68</sup> The new strategy gives more weight to creativity that is targeted to regional markets. This innovative strategy was first used by Coca-Cola when it unveiled its "Coca-Cola Enjoy" marketing campaign in 2000. Local ad agencies were included early in the process to create advertisements for their markets, ensuring that the global concept could be customised to different areas and nations [9]–[11].

A year later, Coca-Cola maintained its "go local" approach by creating the "Life Tastes Good" campaign, which highlights the brand's virtues in real-life stories. Thirty TV advertisements and print advertising customised to each region's market were created with the assistance of marketing directors from 13 different countries. Four distinct ads were created in countries like Brazil, each one tailored to local preferences and customs around the use of soft drinks. Despite the fact that many marketers want to build global brands, research indicates that the majority achieve it by using a localised strategy. Successful U.S. multinational businesses' worldwide advertising strategies were examined, and it was shown that only 9% completely standardised global advertising for all international markets, while 37% exclusively employed localised advertising. The remaining 54% used a hybrid approach, standardising some of their advertising while customising it for regional markets. A key danger of the global strategy, according to marketers, is a breakdown in communication caused by cultural differences. Another research showed that although the majority of American manufacturers of consumer durable products utilised a localised advertising strategy, they also tended to use some standardised messaging.

"Think globally, act locally" still seems to be the prevailing approach of worldwide advertisers, according to a more recent research of decision-makers in the field of advertising, with a small modification: "Think globally, act regionally." In order to ensure that their international advertising messages are uniform across the globe, the majority of respondents in this poll said that their firms' global headquarters play a significant part in making these decisions. There is a tendency, nevertheless, to give regional offices the freedom to customise the global concept for their own local markets. The majority of managers think it's crucial to modify some aspects of



their advertising messages—like the language, models, picturesque backdrops, message content, and symbols—to reflect the frame of mind and culture of customers in diverse countries. Numerous businesses are pursuing global strategies that will enable them to present a consistent worldwide image and transform their goods and services into global brands while also making these tactical tweaks to their advertising messages. Companies creating marketing and advertising campaigns for global markets must make organisational and operational choices similar to those made for local markets. Organisational style, agency selection, advertising research, creative strategy and execution, and media strategy and selection are some of the choices made here.

## CONCLUSION

Consumer behaviour and decision-making are influenced by economic variables such as income levels, buying power, market maturity, and consumer confidence. When creating price strategies, value propositions, and promotional offers, advertisers must take the economy into account. Advertising messages may be more effectively tailored to the target audience's particular needs and ambitions by being aware of the economic situation. This concludes by highlighting the many facets of the global environment that influence perceptions of advertising and promotion. The impressions, attitudes, and choices people make about advertising methods are greatly influenced by cultural values, social conventions, economic factors, and legal frameworks. Advertisers must manage these issues to make sure their messages are responsive to local cultural norms, socially acceptable, commercially viable, and legal. Advertisers may successfully interact and connect with people worldwide, establish brand reputation, and lead fruitful advertising and marketing efforts by taking into account and adapting to the global context.

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**INTERNATIONAL ADVERTISING DECISION AREAS PLANNING FOR  
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**ABSTRACT:**

*When creating successful advertising campaigns for foreign markets, organisations must take into account a number of decision-making areas. This abstract gives a general overview of the decision-making processes involved in designing international advertising and emphasises the importance of these processes for targeting a variety of audiences, modifying message, choosing media outlets, and handling the complexity of cross-border campaigns. The introduction of the abstract emphasises how crucial preparation is to worldwide advertising. The unique cultural, linguistic, regulatory, and commercial characteristics that organisations experience when they enter international markets need for rigorous preparation and strategic decision-making. Organisations may maximise the effectiveness of their campaigns, maximise resources, and connect their advertising efforts with local preferences with effective planning. The abstract looks further into the regions where decisions are made while designing worldwide advertising. Target audience segmentation, message adaptation, medium selection, creative execution, budget allotment, and campaign assessment are some of these decision areas. To guarantee that the advertising campaigns connect with the target audience and accomplish the targeted communication goals, careful study and awareness of the global market environment are required for each decision area. Additionally, the abstract emphasises how important media choice is while organising an international advertising campaign. In order to reach the target demographic in each market, advertisers must determine the most efficient media channels. Based on regional media consumption patterns, technology capabilities, and governmental*

*regulations, this may entail a combination of conventional media (television, print, radio) and digital platforms (social media, online advertising).*

**KEYWORDS:** *Advertising, Business, Global, International Advertising, Marketing.*

## INTRODUCTION

For companies looking to increase their presence in international markets, international advertising has become more important. Organisations must carefully organise their international advertising efforts in order to reach a variety of audiences and successfully traverse cross-border campaigns. How to set up the international advertising and promotion function is one of the first choices a business must make when deciding to advertise its goods in other nations. The choice will probably rely on how the firm is set up generally for foreign marketing and trade. Centralization at the home office or headquarters, decentralisation of decision-making to regional overseas markets, or a mix of the two are the three fundamental possibilities. Centralization Many businesses choose to centralise the worldwide advertising and promotion function so that all choices regarding media strategy, budgeting, agency selection, research, creative strategy and campaign creation, are made at the company's headquarters[1]–[3].

Complete centralization is more likely when media and market conditions are consistent across nations, when a single or small number of international agencies handle all of the company's advertising, when the company can use standardised advertising, or when it wants to project a consistent image globally. When a company's worldwide operation is modest and it uses foreign distributors or licensees that do not participate in the marketing and promotional process, centralization may be the best option. A centralised organisational structure is preferred by many businesses in order to safeguard their foreign investments, maintain control over the marketing strategy, and enhance their corporate and/or brand image. Since less labour and administration are required at the local subsidiary level, centralization may result in financial savings. In order to maintain a consistent worldwide brand image rather than presenting a diverse picture in each region, more businesses are anticipated to move further towards centralization of the advertising function as the trend towards globalised marketing and advertising strategies continues. As it relieves them of the responsibility of making choices about advertising and promotions and spares them the need to justify local judgements to the main office, some international managers may actually favour centralised decision making. However, centralised control is opposed by many marketing and advertising executives in international markets. According to them, the structure is excessively inflexible, making it challenging to modify the advertising and marketing plan to suit regional requirements and market circumstances. As was previously mentioned, when Parker Pen tried to establish a worldwide advertising plan, it ran across this opposition.

## Decentralization

A decentralised organisational structure gives marketing and advertising managers in each market the freedom to decide how to advertise and promote their own products. Local managers are in charge of choosing advertising firms, creating budgets, doing research, approving creative concepts and executions, and choosing media for advertising. Businesses that use a decentralised strategy place a lot of trust in the judgement and decision-making skills of employees in local

marketplaces. This strategy is often used when businesses feel local managers are the ones who best understand the marketing environment in those nations. Giving them responsibility for the advertising and promotional programme in their markets may also increase their effectiveness and motivation. Decentralisation is also effective in niche or tiny markets when it is not beneficial for the headquarters to be involved or if local market-specific advertising is required. Chanel, Inc., a global fragrance distributor, employs a decentralised approach. Chanel chose to localise its advertising after discovering that many of its scent themes do not translate well internationally. The American office, for instance, has the choice of employing advertisements produced by the House of Chanel in Paris or coming up with its own campaigns for the American market. The American executives of Chanel believe that the French sense of prestige is different from that of Americans, and that the artistic advertisements produced in France do not translate well here. Many businesses mix the two strategies even though there is a growing tendency towards centralising the international advertising function. In all markets, the home office, often known as the headquarters, has the greatest influence on advertising policy, regulations, and operations. The international advertising manager establishes advertising and promotional goals, has budgetary control, approves all creative themes and executions, and approves media selection choices, particularly when they are made on a regional basis or overlap with other markets. They collaborate closely with local or regional marketing managers and staff from the international agency.

The worldwide advertising manager reviews the advertising strategies and budgets that the regional or local advertising managers submit for their respective markets. Local managers play a significant part in collaborating with the agency to customise appeals for their unique markets and preferred media. The combined strategy enables a company's worldwide advertising to be consistent while also allowing for local input and adaption of the marketing programme. The majority of consumer goods firms believe that localising advertising for foreign markets or areas is vital, but they want to retain control over the overall global image they create. Eastman For instance, Kodak serves as a consultant to local offices and offers them with centralised strategy and support. Even though each nation is independent, the central office oversees the standard of advertising and advertising policy. Local offices handle media procurement, while the corporate headquarters gets engaged with unique media possibilities and overall strategy for things like Olympic sponsorship and regionalized marketing. While giving regional marketing directors a lot of authority, Levi's built a centralised vice president of global marketing role to manage the company's marketing in more than 60 countries.

### **Agency Choice**

The choosing of an advertising agency is one of the most crucial choices for a business involved in worldwide marketing. When choosing an agency to manage its foreign advertising, the firm has three main options. It may first choose a significant organisation with both local and international offices. Numerous sizable organisations have offices all over the globe and have developed into really global enterprises. In order to make advertisements for the multinational corporations engaged in the emerging free-market economies in Eastern Europe and Russia, several Western advertising agencies have built operations there. In order to be closer to the

biggest consumer market in the world, on the mainland of China, several agencies are shifting their offices from Hong Kong to Shanghai, as discussed in Global Perspective[4]–[6].

A U.S.-based agency with international offices is preferred by many American businesses because it provides them more control, is more convenient, and makes it easier to coordinate international advertising. Companies often use the same firm to handle both local and foreign advertising, the recent flurry of mergers and acquisitions in the ad agency industry—both in the United States and other nations—has produced big worldwide agencies that can cater to the demands of global marketers on a global scale. Several international businesses have centralised their advertising with one sizable agency. When IBM fired 40 agencies globally in 1994 and gave its entire account to Ogilvy & Mather Worldwide, the trend towards consolidation started. A year later, Colgate-Palmolive merged all of its international advertising with Young & Rubicam in New York. The action, which came after Colgate's production and distribution system underwent a global restructure, was a first for a major multibrand marketer to consolidate all of its billings with a single agency.

Global marketers often combine their advertising with one agency for a variety of reasons. Many businesses are aware that they need to create a unified, global brand identity for their organisation and/or their brands as well as a single, coordinated marketing voice. When IBM's advertising was spread over so many agencies, for instance, corporate management believed the corporation was projecting too many pictures. Using one of the most well-known brand names in the world, the consolidation allowed IBM to display a single brand identity globally. The H. J. Heinz Company did the same thing to create a more unified global message and image for its main ketchup brand. Additionally, businesses are streamlining their international advertising in an attempt to boost productivity and exert more control over their agency partners. Colgate states that increasing cost effectiveness is a key driver behind the consolidation of its agencies. In recent years, the corporation expanded into 25 additional nations and raised its marketing and advertising expenditures in several marketplaces throughout the world. Savings from consolidation may now be used to fund more advertising. Additionally, consolidation increases the power of advertisers over their agencies. When a large customer outsources all of its advertising to one firm, that business often elevates to the status of the agency's top client. Additionally, as a senior executive at IBM put it, "you become a magnet for talent and attention."

## DISCUSSION

Advertising experts also pointed out that the fact that agencies can now manage and communicate internationally is a key factor in all of the account consolidation. It is significantly simpler to maintain accounts internationally thanks to fax machines, email, and flight connections. Of course, entrusting a single agency with a whole worldwide advertising account might be dangerous. If the agency is unable to provide a successful campaign, the client will be without a backup agency to quickly recover, and the hunt for a new agency will take a lot of time. The issue of selling the concept to regional offices, many of whom previously benefited from their own local agency connection, is one that clients who consolidate also confront. But it seems that more and more businesses are prepared to accept these chances and depend on one agency to manage their global advertising. A domestic agency that is affiliated with foreign agencies or is a part of a network of foreign agencies is an additional option for the international



marketer besides selecting one that has its own abroad offices or branches. An organisation may decide to invest in multiple foreign organisations or join a group of international organisations. The agency may then market itself as a global organisation with relationships and coverage across the world. By joining forces with regional organisations and gaining partial or complete control of agencies in other nations, for instance, numerous U.S. agencies are growing into Latin America. Leo Burnett owns a majority of the agencies in 11 Latin American nations, as well as alliances or minorities in seven more.

The benefit of this arrangement is that the customer may work with a domestic agency while still having access to international agencies that have in-depth understanding of the media, markets, and other factors unique to each local market. However, there could be issues with this strategy. The quality of work produced by network members may differ, and the local agency may have difficulty directing and coordinating separate agencies. Companies contemplating this option should inquire with the local agency about its capacity to oversee the operations of its affiliates and the calibre of their output in certain fields like media and creative. The international marketer's third option is to choose a local agency for each country where it offers its goods or services. Local firms may be able to create the most efficient advertising since they often have the finest expertise of the marketing and advertising landscape in their nation or area. Local agencies may provide the greatest talent in each area, thus some businesses choose them. Smaller agencies may be more prepared to take chances and create the most compelling advertisements in many nations because of their independence. By providing them control over managing the promotion function in their markets, local agencies help boost the participation and morale of overseas subsidiary managers. Since it is often in the greatest position to assess the agency and will work closely with it, several businesses let the subsidiary choose a local agency [7]–[9].

### **Selection Criteria for Agencies**

Depending on how a company is set up for international marketing and the kind of support it need to achieve its aims and objectives in foreign markets, an agency should be chosen to manage its international advertising. Several factors that a business may consider while choosing an agency. The ability to think creatively was considered as the most crucial aspect in a research of marketing directors from European businesses, ahead of knowledge of the market, knowledge of marketing objectives, and capacity to create integrated communications. Less than 2% of the respondents mentioned the agency's size and reputation as crucial factors.<sup>79</sup> Another recent survey discovered that the majority of customers choose an agency based on its reputation for creativity and the presentation of creativity it created. However, many customers believed that their agency lacked the capacity to coordinate accounts internationally and had little experience doing so. Because their presence in each market and the circumstances surrounding advertising in each nation vary, some businesses decide to combine the three options previously outlined. In particular, businesses moving towards global marketing and aiming for a uniform corporate or brand image globally should engage international agencies, according to many specialists in the field of international marketing and advertising. The rise of mega-agencies with skills for worldwide marketing and advertising, as well as the trend towards mergers and acquisitions, indicate that huge firms will increasingly choose the international agency method.

Advertising Research Research aids managers in making wiser judgements by playing an equally significant part in the creation of local and worldwide advertising and promotion programmes. However, a lot of businesses don't carry out advertising research in foreign marketplaces. The high expense of market research in international markets and the constrained funding many businesses have for global advertising and promotion are likely the major causes of this. Investments in research are difficult to justify when global markets account for a tiny portion of total revenues. The promotional process has been directed by generalisations based on haphazard observations of foreign marketplaces rather than accurate marketing data. Companies are realising the value of undertaking marketing and advertising research to better understand the traits and nuances of customers in foreign markets as they boost their investment in international marketing. There are many areas where studying overseas markets may aid companies in improving their advertising choices:

1. Details on the markets' demographic makeup.
2. Details on cultural variations in conventions, ways of life, and values.
3. Data on media choices, brand sentiments, and product use by consumers.
4. Details on media consumption and audience size.
5. Copy testing to find out how various ad arguments and executions are received.
6. Analysis of the results of promotional and advertising campaigns in international markets.

Secondary sources provide access to a wealth of knowledge on global markets. The U.S. Department of Commerce, which works directly with American businesses to assist them in selling their goods internationally via its International Trade Administration section, is one of the most important sources of information for businesses established in this nation. The International Trade Administration (ITA) releases a number of Overseas Business Reports that provide useful data on the majority of the world's main markets, including economic and marketing statistics as well as rules and regulations. The government departments, embassies, or consulates of foreign nations may have information about markets. The ITA also produces the monthly journal *Export America*, which offers insightful information on overseas markets and topics pertaining to international trade. The *World Fact Book* is a publication of the Central Intelligence Agency that offers data on more than 250 nations in eight areas, including geography, population, economy, government, communications, transportation, military, and transnational concerns. The data, which is typically updated yearly, contains statistics on the usage of telephones, radios, televisions, and communication satellites in almost every nation in the globe. Additionally, annual publications of newspaper circulation statistics are made.

More than 200 nations are covered by the annually released *United Nations Statistical Yearbook*, which offers economic and demographic information. There are other yearbooks and other reports available for areas including Asia, Europe, and Latin America. The International Monetary Fund, as well as regional organisations like the European Union and the Japanese External Trade Organisation, may provide useful information on global markets. Numerous country statistics, including per capita incomes, literacy rates, imports, exports, and a range of other data, are included in the World Bank's yearly *World Development Reports*.

It is often more difficult to gather information on attitudes towards products and brands, consumption trends, and media habits, especially in developing nations. However, more data are becoming accessible. Key consumer insights for 18 nations are provided to marketers by A. C. Nielsen Worldwide Consumer Panel Services. The firm uses scanning technology or, in certain countries, more conventional purchase diaries to keep track of customer purchases in close to 125,000 homes. Information from the panels is helpful for figuring out how different demographic groups behave when making purchases and while shopping at various retail establishments. Presently, NCH Nù World Marketing Limited gathers data on coupon distribution and redemption trends in the US and other European nations. Over the last ten years, there has been a dramatic growth in data on media consumption in European nations. However, many nations still lack information on TV viewership.

The majority of the data required by marketers must be acquired through studies produced by the business and/or advertising agency. There is a need for study to comprehend these distinctions since consumer demands and desires, reasons for purchases, and use patterns often change from one nation to another. In order to ascertain behaviours, interests, and attitudes as well as patterns of product use, certain businesses and their agencies do psychographic research in international markets. Additionally, marketers should look into how customers will respond to the advertising appeal and delivery method they want to utilise in international markets. To ensure that the fundamental thesis and/or selling concept to be utilised in a worldwide campaign is relevant to the target audiences in the markets where it will appear, one agency researcher advises testing it beforehand.

### **Innovative Choices**

Choosing the right advertising messaging for each market is another choice the international marketer must make. The approach and procedures for developing a creative strategy for overseas advertising are much the same as those used for domestic advertising. The marketing strategy and the market circumstances in international markets should serve as the foundation for the goals of advertising and communications. Specific appeals and execution methods must be selected, and major selling concepts must be developed. The question of global vs local advertising is crucial when developing a creative approach. The creative team must create advertisements that will cut over cultural barriers and communicate clearly in every nation if the standardised method is used. For their pure premium orange juice, Tropicana Products Inc., for instance, runs a worldwide advertising campaign. Though somewhat customised for each area, its advertisements emphasise how much better and closer to freshly squeezed tasting its juice is than competing local brands, which are often made from concentrates.

The creative team must decide what kind of selling concept, ad appeal, and execution style will succeed in each area when businesses use localised advertising strategies. Depending on the use patterns and habits of customers in each market, a product may need to be positioned differently. For instance, General Foods discovered that relatively few individuals in France use orange juice, especially at morning. As a result, the firm created advertisements pitching the brand as a refreshment at any time of day rather than as an alternative to orange juice when the business opted to promote its Tang quick breakfast drink in France. Additionally, marketers need to determine which advertising appeal or execution style will work best in each area. Due to

variations in cultural origins and consumer judgements of what is or is not humorous, emotional appeals like humour may be effective in one nation but ineffective in another. While funny appeals are often utilised in the United States and Great Britain, they are seldom employed in Germany since German customers do not find them to be effective. German advertising often use text-heavy reasoning appeals that support a product's superiority.<sup>82</sup> Compared to most other societies, France, Italy, and Brazil are more open to sexual appeals and nudity in advertising. The French government has lately increased its attempts to persuade marketers and their advertising firms to reduce the use of violent and sexually explicit images in their advertisements. The major self-regulatory agency in France, the Truth in Advertising Commission, has published new guidelines for how people should be shown in advertisements. However, a number of French design brands, like Dior and Yves Saint Laurent, ignited a fresh debate in 2002 with the use of suggestive sexual imagery in their perfume advertisements. For utilising full-frontal nudity in a print advertisement with a martial arts champion-turned-male model, YSL received criticism. William de Cubber.

International marketers sometimes discover that by being innovative risk-takers may alter customer purchase patterns. For instance, Häagen-Dazs overcame cultural barriers in Britain, where customers often choose low-quality, inexpensive local brands and ice cream consumption is barely one-third that of the United States. British shoppers were persuaded to pay premium pricing for Häagen-Dazs by a sensual advertising campaign featuring seminude lovers feeding each other the ice cream. A cutting-edge billboard ad featuring a young couple kissing in public—almost taboo—was also employed by the corporation in Japan. Numerous posters were taken since they were so well-liked. International marketers want to choose media platforms that successfully and efficiently reaches their target demographic. Even for an internationally oriented, centrally organised campaign, media choices is often localised. Subsidiary businesses may keep control and adjust to media circumstances and possibilities in their market. Local agencies or media buyers often have deeper understanding of local media and better chances to negotiate prices. Media planners have two choices: they may either use local or national media, or they can use worldwide media[10], [11].

### Local News

The local media of a nation is often chosen by marketers to reach its audience. Since TV advertisement time and the number of houses with TVs are few in many nations, print is the most popular media overall. There are national or regional newspapers that carry advertising aimed at a national readership, as well as magazines that are distributed nationally. The majority of nations also have magazines that cater to certain hobbies or activities, enabling media selection to be targeted. Despite the fact that constraints and regulations have hampered TV's growth as a preeminent advertising medium in many nations, it is still the principal means of receiving countrywide coverage in the majority of industrialised nations and offers enormous creative options. In other nations, there may be less restrictions on television and more time available. For instance, since the government's limitations on private broadcasting were relaxed a decade ago, the number of TV stations and television advertising in Italy has skyrocketed. Advertising organisations are applying pressure on European governments who are reluctance to increase television commercial time using economic, legal, and political means. This trend is speeding up

as more TV channels are being beamed directly to more European homes through satellite. Local media outlets that are accessible to marketers in addition to print and television include radio, direct mail, billboards, movie theatres, and transportation advertising. These platforms provide international marketers a great deal of flexibility and the chance to target certain market segments and local marketplaces inside a nation. In their media strategies for foreign markets, the majority of multinational marketers place a strong emphasis on national and local media.

## CONCLUSION

The significance of message adaptation in foreign advertising strategy is also covered in the abstract. In order for their messages to be effective, advertisers must carefully translate and alter them to fit with local cultural norms, sensibilities, and preferences. This entails taking into account language complexity, visual signals, humour, symbolism, and narrative strategies that complement the cultural background and communication preferences of the target audience. The importance of creative execution in international advertising planning is also covered in the abstract. Advertisers must create original ideas and imagery that appeal to the target consumer while retaining brand coherence in various areas. A systematic approach to creative creation and adaptation is necessary to strike a balance between global brand positioning and local relevance. This concludes by highlighting the key decision points in the preparation of a worldwide advertising campaign. Successful foreign advertising planning must include target audience segmentation, message adaptation, medium selection, creative execution, budget allocation, and campaign assessment. Organisations may create customised and culturally sensitive advertising campaigns, engage a variety of people, and accomplish their communication objectives in international markets by carefully examining key decision areas. Organisations may negotiate the challenges of worldwide advertising and increase the effectiveness of their global marketing via effective preparation.

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