

TOPIC:- BENEFITS OF ADVERTISING

Definition -: The word advertising came from the Latin word 'advertere' means "to turn attention of people to a specific thing".

According to **William J. Stanton**, "Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea, this message is called advertisement, is disseminated through one or more media and is paid for, by the identified sponsor".

According to **Wheeler**, "Advertising is any form of paid non-personal presentation of ideas, goods and/or services for the purpose of inducing people to buy".

According to **American Marketing Association**, "Any paid form of non-personal presentation and promotion of ideas, goods and services, by an identified sponsor."

Thus, advertising can be defined as a paid form of non-personal presentation of product or service or idea by an identified sponsor.



FEATURES OF ADVTG

1. **Any Form of Presentation**:- Advertising can be any form of presentation either sign, symbols, illustrations etc. which an advertiser imagines.
2. **Paid Form** – It is a paid form of communication i.e. the sponsor has to bear the cost of communication with the respondents. The sponsor has full control on the content, form and scheduling of ad.
3. **Non-Personal Presentation**– There is no direct face-to-face contact between the prospect and the advertiser. That is why it is referred as non-personal method of promotion.
4. **Ideas, Goods & Services**- Advertisements are employed to communicate information about ideas, products or services.
5. **Identified Sponsor** – Advertising is always undertaken by some identified individual or company, who makes advertising efforts and also bears the cost of undertaking such effort.
6. **Mass Communication**:- The message of the advertiser reach masses/group of audience at a time.

7. **Persuasive Act**:-Advertising is a persuasive act on ground that it uses AIDA process i.e. advertiser's message turn attention of audience, create interest and desire and finally persuades the customer to buy product.
8. **Informative Act**:- Each and every advertisement is a place of information to the target audience in terms of arrival of new products, special features of products, best uses of products etc.
9. **Competitive Act**:- Competition can be in two forms i.e. quality & price. Any change in quality or price is brought to the notice of target audience through advertising.

Benefits of Advertising:

Advertising has a place of pride in the framework of marketing. Advertising helps in spreading information about the advertising firm, its products, qualities and place of availability of its products, and so on. It helps to create a non-personal link between the advertiser and the receiver of the message.

The significance of advertising has increased in the modern era of large scale production and tough competition in the market. Advertising is needed not only by the manufacturers and traders but also for the customers and the society.

(I)Benefits to Manufacturers:

1. **Tones up tempo of turnover**:- In a highly competitive marketing mechanism, profit of a firm will be maximized not by reducing cost to minimum but by multiplying the sales volume and finally reflecting greater profit. Sales can be increased with additional expenditure on advertising which is in greater proportion than increase in selling cost. Thus, advertising speeds the turnover of stock.
2. **Stabilizes Sales Volume**:- Regular, frequent advertising helps to ensure a more loyal clientele and more regular even flow of sales by keeping name, location, product and services of the selling house constantly before public.
3. **Explores new and maintains existing market**:- "Out of sight, out of mind" appeals advertising. It is significant to bear in mind that one of the functions of advertising is to hold up the present market as well as to create and divert demand pattern and tries to expand it.
4. **Controls Product Prices**:- By means of advertising control of wholesale and retail prices is not only possible but also price declaration is done in the best interest of consumers to avoid exploitation by middlemen.

(II) Benefits to Middlemen:-

1. **Greater Dealer Interest**: Advertising creates demand by which every retailer gets an opportunity to share with others. Hence, the retailers who deal in advertised goods are materially assisted by advertising in the performance of their functions. The retailers have not to bother much about pushing-up the sale of such products. Therefore, they evidence more interest in advertised products.

2. **Quick Turnover and Smaller Inventories:** A highly responsive market is created by well-organised advertisement campaign thereby facilitating quick turnover of the goods. Resulting, in lower inventories in relation to sales and being carried-on by the manufacturers.

(III) Benefits to Salesman

1. **Supplementing Salesmanship:** It creates a ground for the efforts of the salesmen. When a salesman meets its prospect, they have just to canvass for a product with which the consumer may already have been familiarised, through advertisements. Therefore, the salesman's efforts are supplemented and his task is made easier by advertising.
2. **Creates Colourful Background-** Salesmanship alone is like song without music. Advertisement assists sales force, as it creates colorful background or a fertile ground where salesman can sow the seed to reap the harvest of rewards.

(IV) Benefits to Customers:-

1. **Education of Consumers:** Being an educational and dynamic principle, the prime objective of advertising is to inform and educate the customers about new products, their features, prices and uses. It also convinces them to adopt new ways of life, giving up their old habits and inertia and have a better standard of living.
2. **Ensures Better Quality at Cheaper Price-** Advertisements imprint the image of the product on the minds of consumers, thus earning a nice reputation for the manufacturers-resulting into attraction of customers.
3. **Serves as a Driving Force in Decision Making-** Advertisements in variant forms disseminates useful information: about the relative merits & demerits, special features in terms of prices, quality etc. of the product. Thus, guiding the consumer to go in for a particular product produced by a reputed producer.

(V) Benefits to Society:-

1. **Creates Employment Opportunities:** Advertising is capable of providing employment to large section of the society including the professionals like painters, photographers, singers, cartoonist, musicians, models and people working in different advertising agencies.
2. **Higher Standard of Living:** Advertisement promotes larger consumption, increased production and greater employment. This further reflects on lower prices, better quality and greater variety of goods to the consumers. Advertising, thus, ensures better and happier living.
3. **Provides New Horizon of Knowledge-** Message through advertising is being utilized by different parts of community. Example:- Parents hunt brides and brides groom for their sons or daughters; Employer tells about vacancies in his firm etc.
4. **Transforms Culture of a Nation-** Advertising operates within the limits of cultures to create new expectations for consumers. The colour, valour, glamour of culture can either varnished or tarnished by advertising. The current world is moving on the lever of advertisement.

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