

Advertising – a powerful communication tool of marketing

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Abstract

Advertising plays a vital role in the development of any brand in existing market. For a product to receive maximum exposure; advertising is essential to establish contact with the target audience. This research is done to identify the importance of advertising as a communication tool and how important is it for marketers to establish themselves as a brand in the market. This research paper is based on secondary data where intensive study is done on several researches in the past to identify the importance of advertising, the link between advertising and marketing. Is advertising actually capable of influencing and persuading the customers? How essential is advertising for a brand to survive in the market?

Keywords: Advertising, Marketing, Communication tool, Persuasive tool

Introduction

Alyque Padamsee, the ex-CEO of Lintas says, “When a man wears trouser-shirt ensemble instead of a dhoti, he is advertising he is westernised. When a woman wears lipstick, she is advertising that she wants to look beautiful. When a netaji delivers a speech, he is advertising that he wants to be noticed.” Advertising aims at drawing attention. Advertising from its existence has always been an important mode of communication. It has been playing a vital role in marketing communications. When an advertiser plans to introduce a product in the market he has to decide several steps strategically so that the product reaches the right target audience.

The marketer aims to reach a mass audience so that his product achieves maximum reach. Every marketer knows that the best way to reach mass audience is by the means of mass communication and for him advertising is the best medium.

Those dealing with various products and services at national and international level are well aware about advertising being the most powerful marketing tool and an essential communication medium.

Advertising as a Communication medium

Advertising generates ideas and sells these ideas through forceful expression in the market. It has the ability to influence its audience in the best possible way. It uses persuasive communication to reach its target audience.

The communication is usually one-sided where the sender or the communicator sends message that is the idea through a medium to the receiver. The marketer generates message and sends it to the audience where the receivers cannot give immediate feedback but their feedback is very important as in the process of all types of communication.

It is a non-personal communication where the message is transferred to a mass of unknown audiences through a medium. The public is free to respond in their own way.

The ultimate aim of the advertiser is to draw attention of the target audiences towards the product. It also aims to create an awareness of the product and to establish its existence in the market. It creates an impression on the consumers in such a way that they generate a desire in their minds to possess the product or service.

Advertising established as a marketing tool

That is the capability of advertising as a marketing tool and proves itself to be the most important medium of communication. Kenechukwu S. (2013) in his research states that advertisement is a tool of communication used in marketing and persuasion is a technique used by advertisers to convince the buyers more conveniently. Persuasion method is required in advertising and it only tries to make people buy that is required by them. By the observations he came to a conclusion that advertising is not wasteful and people are not forced to buy worthless things. Talking about the motive of advertising is that it tries to change the wants into needs and then desires.

Advertising is a marketing communication and it is received by a large number of audiences hence, it is called mass communication. Terkan (2014) in his study states the importance and correlation of creative advertising and marketing management. According to his research, advertising is a very important tool to inform customers but when the advertisement is creative, it gives a tremendous impact to the result while marketing management is a process which is required to support advertising. Marketing management includes product designing, deciding the price of the product, management, budget and even the advertising required for the same.

In marketing communication, the sender transmits a message through a medium to the receiver. The sender can also be called as source, an individual or group of individuals or an organization. Message can be in any form, it can be text, visuals, pictures etc. This message is transmitted through a medium. The choice has to be appropriate for successful transmission of message. In any case if the selection of medium goes wrong, the whole purpose of the message can go wrong. The medium can be print, electronic, outdoor or online medium. Multiple medium can also be selected depending on the reach of transmission.

Many researches have proven that television medium is the most liked medium for advertisements by the consumers. Dr. Sambasivam Yuvaraj (2015) states that among all available medium, television is the most preferred medium for advertisements. People prefer watching advertisements on television as a medium and they feel influenced and have a positive impact on their buying psychology. The research says that people find television advertisements as the most appealing ones.

Once the message reaches the receiver, he sends a feedback. In case of advertising, it is a one way communication wherein sender sends his message through a medium to the receiver. (Voigt, 2010) States that these advertisements finally contribute to the buying behaviour of a consumer. If a consumer gets complete information about a product or service, he finally decides to buy the product if it succeeds in fulfilling his requirement.

Advertising plays a crucial role in transferring the message from the sender to the receiver. It helps in binding a direct communication. Advertising is the most powerful medium which helps you transfer your idea to the receiver in the form of texts, visuals, graphics etc.

Yeh-Chiu (2008) in his study claims that misleading content in an advertisement can be dangerous. To be a long-term customer, people look for credible sources. So the advertisements have to be reliable to the customers. Too much of exaggeration can be harmful.

Conclusion

Various researches in this field have helped us prove that Advertising is a medium of communication which informs people about a product or service leading to promotion and then sales. It helps in influencing the masses. Advertising is a persuasive tool of communication which marketers use to promote their product in the market. Advertising not only provides information to the people, it also tries to influence and persuade them to like a particular product. It is also capable of changing the perception of a person for a brand or a product. Researches have also proved that exaggeration of anything can put a negative impact on the product. People like to watch advertisements and creative messages are capable of influencing them. Advertising acts as a communication link between the buyer and the seller. Hence, advertising is a powerful tool of marketing without which marketers and brands would struggle to survive.

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