

subject: Business Studies

Class: JSS3

Topic: Advertising

Learning Objectives:

1. Define Advertising
2. Types of Advertising
3. Objectives of Advertising
4. Functions of Advertising
5. Advertising Media
6. Advertising Ethics

Meaning of Advertising

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses wishing to promote their products or services. Advertising is communicated through various mass media, including old media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad".

Advertising can also be defined as a means by which a manufacturer tells the potential consumers about existence of a product and other information about a product.

Advertising is the introduction of goods or product or a service to a consumer or an intending customer. Advertising a product means introducing it to potential consumers, pointing out its qualities and prices of the goods and services.

Advertisement is the spoken or the written words, graphic, pictures etc that conveys the information or message of the advertising.

Types of advertising

Advertising are of various types which are explained below

- 1. Persuasive advertising:** Persuasive advertising is the advert that has to do with a way of persuading or inducing people to buy a particular product rather than using sweet words to sell a product.
- 2. Informative advertising:** This is also called consumer education, it is designed to let the public knows about a particular good.
- 4. Informative advertising** aim at informing people about a particular event that is about to happen.
- 5. Competitive advertising:** competitive advertising is designed to convince or persuade more customers to buy a particular product at the expenses of other products to enable the advertiser increase its market share of the product.
- 6. Specific or Speak advertising:** This is a situation where a seller will focus its appeal to the consumers on a particular brand of the product.
- 7. Mass advertising:** This is a type of advertising jointly sponsored by a group of producer of similar products which emphasizes the general use of such products.

Objectives of Advertising

1. **Brand building** – Advertising helps in the establishment and promotion of a brand in the existing market. It also aids in the creation of new market for the brand.
2. **Creation of demand** – One of the main objectives of advertising is that it persuades the customers to buy and use a particular product.
3. **Informing Customers about a Product, Company or Service** –
4. **Promoting a Particular Feature** – Specific objectives of companies can also be fulfilled with the help of advertising.
5. **Achieve sales and profit goals** – The increased demands results in increased sales and so, profit goals of a company are attained with the help of advertising.

Functions of Advertising

The functions of advertising are as following:

1. Advertising provide information to customers about the usefulness of a product
2. It informs the general public about the products which a particular company is producing
3. It increases employment opportunities
4. It leads to improvement in the quality of goods
5. It increases the volume of sale which leads to high standard of living
6. It creates demand and makes effort to sustain the demand for goods and services
7. It directs potential consumers of a product to where such a product can be bought
8. It enables consumer to compare the quality of product to the price.
9. It creates avenue for consumer to make their choices
10. It makes a company to gain popularity through consistent advert

Advertising Media

An advertising medium is a means by which products or services are advertised or introduced to the public. The different types of advertising media are

1. **The print media:** A print media is a means of passing information to the public through the following: newspapers, magazines, journals, posters, handbills etc.
2. **The electronic advertising media:** This comes in form of the radio, television, internet etc.
3. **Signal:** A signal is a sign giving information, instructions etc It is mostly used by local sellers (retailers) Example of signal is a hawker shouting on the road to call people's attention to what she is selling.
4. **Direct Mail:**

This is one of the oldest types of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising. In the sales letter an appeal is made to the buyers separately.

5. Film Advertising:

This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the intermission.

6. Outdoor or Mural Advertising:

This type of advertising include different media like posters, placards, electric displays or neon signs, sandwichmen, sky writing, bus, train advertising. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye.

7. Window Display:

It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers.

8. Fairs and Exhibition:

A trade exhibition or a fair is organised on extensive scale which is attended by different manufacturers and traders along with their products to be sold to the large number of people who visit the exhibition.

9. Specially Advertising:

Most of the business houses in order to increase their sales, advertise their products, give free gifts like diaries, purses, paper weights and calendars to the customers. The name of the firm or the dealer is inscribed on the articles presented.

Advertising Ethics

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. Thus ethics in advertising means a set of well defined principles which govern the ways communication are taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry.

1. An ethical advertisement is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency.
2. Advertiser should not have wrong motives or reasons
3. The advertisement should not be designed to sell a product that can destroy life
4. Advertiser should obey government rules and regulations
5. Advertisers should not use false names to market their products.

Ethical advertisement should follow three moral principles – Truthfulness, Social Responsibility and Upholding Human Dignity.