

The Impact of Advertising on Business

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ABSTRACT

Advertising is one of the most important things present in or society today. Advertising helps to keep the consumers informed about whatever new products or services are available in the market at their disposal. It helps to spread awareness about products or services that are of some use to consumer and potential buyers. In the modern business society advertisement is a heart of the business, so each and every firm should concentrate in the effective advertisement strategy to attract the different level of age groups. The good advertisement should follow the advertisement ethics. Due to highly competitive nature of market and change in customer response pattern, the agencies of today not only make print or TV ads, but also are involved in identifying alternative avenues of communications for more effective use of their ad-budgets to become more than a single service provider. Known as “ 360- degree approach” or Below the The Line (BTL) or Through The Tine (TTL) activities, these include rural marketing, entertainment, events, outdoor and health care Promotions. **Social media advertising offers a potentially unique advertising opportunity.** As a general trend, personalized advertisements are gaining popularity for a wide range of products and services.

Keywords: Advertising, Social media, Health care Promotions.

INTRODUCTION

In ancient times the most common form of advertising was by word of mouth. Advertising is the life of trade. Advertisements can be placed on a variety of media. Television, radio, magazines and newspapers dominated the advertising world throughout the 20th century, but the Internet has continued to gain popularity among advertisers since its initial rapid growth in the 1990s. Advertising is not limited to media options; ads can be placed in physical locations, such as billboards and shop windows, as well. As advertising media changes, business practices change in response, ensuring that the business world, and specifically marketing departments, never lies stagnant.

ADVERTISING

Advertising is everywhere, from television to billboards, newspapers and the Internet. Items are sold through effective advertising, which helps businesses and also stimulates the economy.

“Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services of ideas by identified sponsors through the various media”.

ETHICS OF ADVERTISING

General

- Principles of the moral order must be applied to the domain of media
- Human freedom has a purpose: making an authentic moral response. All attempts to inform and persuade must respect the purposes of human freedom if they are to be moral.
- Morally good advertising therefore is that advertising that seeks to move people to choose and act rationally in morally good ways; morally evil advertising seeks to move people to do evil deeds that are self-destructive and destructive of authentic community
- Means and techniques of advertising must also be considered: manipulative, exploitative, corrupt and corrupting methods of persuasion and motivation

Three Specific Moral Principles of Advertising Ethics

- RESPECT TRUTHFULNESS (Deception Objection)
 - Never directly intend to deceive
 - Never use simply untrue advertising
 - Do not distort the truth by implying things that are not so or withholding relevant facts
 - "Puffery" is acceptable where it is consonant with recognized and accepted rhetorical and symbolic practice
- RESPECT THE DIGNITY OF EACH HUMAN PERSON (attacks autonomy objection)
 - Do not exploit our "lower inclinations" to compromise our capacity to reflect or decide either through its content or through its impact: using appeals to lust, vanity, envy and greed, and other human weakness.

- Give special care to the weak and vulnerable: children, young people, the elderly, the poor, and the culturally disadvantaged.
- RESPECT SOCIAL RESPONSIBILITIES (promotes consumption, empties communication, objections)
 - Example: Concern for the ecology—advertising should not favor a lavish lifestyle which wastes resources and despoils the environment
 - Example: Advertising should not reduce human progress to acquiring material goods and cultivating a lavish lifestyle

THE IMPACT OF ADVERTISING ON BUSINESS

- **Purpose**

Advertising strategies serve a variety of purposes. For new companies, brands or products, ads can serve to inform customers about the new product and stimulate interest in the marketplace. For existing players, ads can remind customers of the product's value, suggest new uses for the product or encourage repeat purchases through promotions.

- **Competitive Advantage**

Advertising can have a large impact on new businesses by creating large barriers to entry in established markets. Well-known companies with large advertising budgets and market-wide name recognition can have a significant competitive advantage over fledgling competitors. Companies with large budgets can also create counter-campaigns to negate the effects of new companies' advertising efforts.

- **Considerations**

Businesses can choose to produce advertisements in-house using the expertise of the owner or by employing specialists in their marketing departments or to use the services of an advertising agency. The importance of advertising to all types of businesses has given rise to an entire industry of professional advertising consultants and ad production agencies. Using an ad agency can help you to produce high-impact advertising campaigns, but the cost can be high for newer companies.

- **Future**

As a general trend, personalized advertisements are gaining popularity for a wide range of products and services. Intelligent ad placement mechanisms, such as Google's AdWords and Facebook ads, ensure that ads are viewed by the right people, maximizing the efficiency of advertising expenses. Advertisements sent to email and cellular phones can also be highly personalized, sending the viewers ads that for products complementary to things they have recently purchased.

- **Information**

Advertisement supplies consumers with information about products and services. This information is broadcast for the open market, and discusses specials, sales, and new lines of products and services. A consumer also learns about the comparisons between features, benefits and options of different products and services through advertisement.

- **Brand Identity**

Brand identity is one of the biggest functions and effects of advertisement. By selling products and services through advertisements, businesses differentiate themselves from one another. The right advertising campaign defines a company's unique brand, which helps consumers build emotional relationships with that brand. This increases the likelihood that consumers will buy from that company.

- **Purchase Persuasion**

Powerful and captivating advertisements persuade consumers to purchase a new product, try out services, and fulfill voids they feel are present in their lives. In fact, persuasion is one of the main functions of advertising, which is why many firms strive to create powerful impacts that reach customers on emotional and physical levels.

- **Education**

Advertising serves as a form of consumer education. Not all advertisements sell a product or service; sometimes they sell a concept. Government agencies use advertisement as a way to educate and compel consumers to act a specific way. "The Social and Cultural Effects of Advertising" notes that advertising is geared toward the ideas of art, religion, sexual attraction and myth. Advertising also educates consumers on what products and services out are there, how much they should pay, and what they can expect with certain purchases.

SOCIAL MEDIA ADVERTISING

Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company.

The main advantage of social media marketing is cost-related. The majority of social media sites are free to access, create a profile and post information. The advantage of reaching your targeted market for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time.

SOCIAL MEDIA PLATFORMS

Facebook and Twitter are the social media platforms most commonly used for marketing. Facebook offers the option of creating a fan page for a company or product, while Twitter makes use of 140-character posts that users follow. Blogs are online journals written by users, which can be influential in spreading news and information. YouTube is a repository for podcasts and video clips, with a viewership of millions around the globe. Social bookmarking sites such as Delicious and Digg enable users to share links to information with friends and followers. Some sites offer display advertising options, but the majority are simply a method of sharing information with others.

MOST POPULAR SOCIAL NETWORKING SITES

- Twitter

- Facebook
- LinkedIn
- Yelp
- Foursquare
- Instagram
- YouTube
- Delicious & Digg
- Blogs
- Meetup
- Myspace
- Ning
- Classmates
- Tagged
- Pinterest
- Foursquare
- Reddit

CONCLUSION

Advertising campaign involves designing a series of advertisements and placing them in various advertising media to reach a desired target group. There is a recent trend that advertising and its messages along with signature songs, punch lines etc. are gaining too much popularity so that the people began to enjoy them as pure form of entertainment without having any effect on them in their attitude and behavior. The Internet has reduced the cost and increased the speed of information transfer. This has transformed the economic landscape, allowing new and exciting ways to generate revenue that include and differ from traditional economic models. Advertising is a using powerful media to control peoples' choices. We also have power, the power to choose, the power to think for ourselves, and the power to influence others. How we use that power is central to the creation of good and healthy society. If we allow others to control us without employing our power, we give up too much. If we allow others to misuse their power in our society we allow them to determine the future for us.

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