

## STUDY OF ADVERTISING SKILLS AND CREATIVITY AMONG STUDENTS OF POST RECESSION ERA

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**Abstract :** Advertising become very vital aspect in today's competitive world. In Indian context, post LPG Period in after 1991, the advertising industries of India have been drastically developed. The skills required for creative advertising and such skilled persons are highly demanded. There is strong controversy between whether such skills are inborn characteristics or cultivated and developed due to learning. There are further number of researcher were wrote their opinion on it.

The advertising skills and creativity are very closely related to each other more over we can consider creativity is one of the skills of advertising. The today's management students have all these terminology of advertisement in their academics. Still question arises are they passes advertisement skills? The answer becomes difficult due to absentia of screening mechanism in academics. Present research papers analyze the advertising skills and creativity among management students of post recession era of North Maharashtra University.

### INTRODUCTION

Advertising may be interpreted as to turn the attention of the people concerned to a specific thing, which has been announced by the advertiser publicly in order to inform and influence them with the ideas, which the advertisement carries. In the business world, the term is mainly used with reference to selling the product of the concern.

The American Marketing Association has defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." Advertising may be defined in simple words as 'the dissemination of information concerning an idea, service or product to induce action in accordance with the intent of the advertiser.' In other words, it may be stated as an art of influencing human action by awakening the desire to possess the advertiser's product or take advantage of services of the advertiser. It may be characterized as a specialized marketing activity to make consumer aware of the company along with products and services it offers to sell.

Advertising management is a study of a system of interacting organization and institutions that play a role in the advertising process. At the core of this system are the advertiser, the organization and institutions that provide financial resources to support advertising programmer. Advertiser may be public sector or private sector organization that use mass media to accomplish the objective of the organization. It is therefore, a decision to invest funds in purchasing time and space in such mass media as radio, television, magazine or newspapers that basically distinguishes advertisers from non-advertisers, because advertisers use mass media whereas non-advertisers do not.

Advertising and creativity are closely related to each other. Creativity originates alternative approach to look towards the things and advertisement is mainly based on to grab the attention of viewers. There is no prespecified advertising skills which should be a possess by an professional advertiser. Also these skills depend on ones perception, attitude, psychology, artistic mind, optimisticness, motivated approach, emotional stability and what not. The study on advertising skills & creativity amongst students of post recession era thus gives us the practical scenario and actual acceptability of students about the term

advertisement skills and creativity. The below example explores it in brief.

A buffalo cost 10000 and Cat free ----- Advertisement

A Cat cost 12000 and Buffalo absolutely free ----- Creative Advertisement

## (2) OBJECTIVES

- ✱ To study the attitude and perception of students towards the term creativity and its role in skills enhancement
- ✱ To know the advertising skills in the students perusing management courses.
- ✱ To study the perception of students about importance of advertising skills in a globalised economy.
- ✱ To check students understanding about co-relationship between Advertising & Creativity.

## 3) RESEARCH METHODOLOGY

### a) Primary Data Collection

**Primary Data:** - Primary data is the original data collected by researcher directly from the field. The researcher intends to collect the primary data by filling up the Questionnaires from the actual field along with the structured & unstructured interviews as per the requirement. Appropriate Data will be collected from management students of various management institutes under North Maharashtra University Jalgaon will be collected through interview techniques & questionnaire method.

#### Selection of Sample

The respondent will be selected from various management institutes under North Maharashtra University Jalgaon. There are total more than 30 management institutes under North Maharashtra University Jalgaon having approximately more than 2000 students studying to various management post graduate courses Out of them 50 students will be our respondent for study. Simple stratified sampling techniques will be used for selection of sample.

(Source: - www.nmu.ac.in)

**Secondary data:** - The major sources of secondary data for the present study will be

- i) University Reports
- ii) Reports of Association of Management Institutes
- iii) Reference Books of Various Authors etc.

## 4) ANALYSIS OF DATA

The responses occurs from various respondents have been analyzed as follows.

**Table 01: Advertisement is outcome of creativity (Q1)**

Factor	Response	Frequency	Percent
Advertisement is outcome of creativity	Yes	32	80.0
	No	03	7.5
	Can't Say	05	12.5
	<b>Total</b>	40	100

Advertising is an art as well as science too. When the question was asked to respondent, about 80% of them have replied that advertising is outcome of creativity whereas 12.5% are not sure about it

**Table 02: Advertisement depends on (Q2)**

Factor	Response	Frequency	Percent
Advertisement depends on	Creativity	06	15.0
	Latest Trends	06	15.0
	Social psychology	04	10.0
	All of above	24	60.0
	<b>Total</b>	40	100

Good & proper advertisement depends on number of things. Creativity, latest trends of market, customer & social psychology are the various parameters to create an optimum advertisement. Out of 40 respondents 60% were replied that any advertisement depends on all above mentioned factors, whereas 15% of each gives preference to creativity & latest trends respectively.

**Table 03: Relationship between Advertising skills & Creativity (Q3)**

Factor	Response	Frequency	Percent
Relationship between Advertising skills & Creativity	Yes	37	92.5
	No	02	5.0
	Can't Say	01	2.5
	<b>Total</b>	40	100

Creativity is many times considered as one of the major requirement of advertising. In other words it can be counted as one of the advertising skills. In response to the question 37 out of 40 (92.5%) were feels that creativity & advertising skills are having some relationship.

**Table 04: Time taken for preparing Ad Theme (Q4)**

Factor	Response	Frequency	Percent
Time taken for preparing Ad theme	Half day	04	10.0
	Full day	09	22.5
	One week	05	12.5
	Can't say	22	55.0
	<b>Total</b>	40	100

Out of 40 respondents 55% were unable to comment on how much time they will take to prepare a theme for promoting any kind of FMCG product. In addition 22.5% stated that they will take one full day for the same.

**Table 05: Advertising skills comes by heredity (Q5)**

Factor	Response	Frequency	Percent
Advertising skills comes by heredity	Yes	12	30.0
	No	23	57.5
	Can't say	05	12.5
	<b>Total</b>	40	100

Every human has born with same mental characteristics expect abnormal cases. Brain & talent are the gifted things to one and all. In response to question entitled that advertising skills comes through heredity 23 out of 40 were denied it. Whereas, 12 of them accepts it.

**Table 06: Awareness about human psychology (Q6)**

Factor	Response	Frequency	Percent
Awareness about human psychology	Highly aware	04	10.0
	Aware	24	60.0
	Somewhere aware	08	20.0
	Not aware	04	10.0
	<b>Total</b>	40	100

Human psychology becomes an integral part while designing advertisement of any product because any advertisement is finally designed for human beings, out of 40 respondents 10% are highly aware as well as 60% are aware about human psychology. There are also 20% respondents who are partially aware about it.

**Table 07: Awareness about human relation (Q7)**

Factor	Response	Frequency	Percent
Awareness about human relation	Highly aware	10	25.0
	Aware	15	37.5
	Somewhat aware	12	30.0
	Not aware	03	7.5
	<b>Total</b>	40	100

Human being is a social animal. Human cannot live without society. Relationship between human beings is a natural process which has to be understood for better advertising in particular society. Out of 40 respondents 25% are highly aware, 37.5% are aware as well as 30% are partially aware about human relations.

**Table 08: Awareness about encoding the message (Q8)**

Factor	Response	Frequency	Percent
Awareness about encoding the message	Highly aware	06	15.0
	Aware	20	50.0
	Somewhat aware	10	25.0
	Not aware	04	10.0
	<b>Total</b>	40	100

Effectiveness and output from every advertisement is maximally depends on how we can select and plan the media for it. To select a media is equally or sometime moreover important than to prepare an advertisement. While checking the responses it has been observed that only 7.5% of them are totally aware about how to select & plan the media whereas 37.5% are aware as well as 47.5% are somewhat aware about it.

**Table 10: Creativity lies in see the things differently (10)**

Factor	Response	Frequency	Percent
Creativity lies in see the things differently	Yes	31	77.5
	No	05	12.5
	Can't say	04	10.0
	<b>Total</b>	40	100

According to famous proverbs “successful person don’t do different things, he does things differently”. There are almost 77.50% of respondents who thought that to see the things through different perspective is a key of creativity.

### **FINDING**

1. Maximum management students (76%) accept that advertisement is outcome of creativity.
2. 60% of responded states that advertising is depends on all given parameters i.e. creativity, latest trends & social psychology.
3. Almost all of respondents 92.5 % were agreed that creativity definitely have relationship with advertising skills.
4. Half of respondents 55% are not able to comment on time required to prepared theme for advertisement of FMCG products. It shows their twisted perception about creativity and advertisement skills.
5. Advertising skills are not comes through heredity, it’s the answer given by 57.5% of respondents. It shows their perception about that advertising skills are enhanced by education or experimental cultivation.
6. The average ratio about human psychology is comparatively good. Almost 90% of them are either fully or partially aware about human psychology which is a very good sign to enhance their creativity skills.
7. As like as human psychology, the awareness ratio about human relationship is also excellent among respondents. Almost 92.5% of them are either fully or partially aware about human relationships.
8. Almost 90% of respondents are aware about how to encode the message which is very vital aspect with respect to advertising skills enhancement among these management students.
9. Almost 50% of respondents are somewhat aware and 10% are not aware about how to select and plan for media for advertisement. There should be staunch need of practical exposure to these management students under study area.
10. Respondents believe in “to see the things though different perceptive is key of creativity” and maximum of them (77.50%) are confirmed it

### **CONCLUSION**

The advertising skills and creativity is an art that required scientific techniques for developing and grooming. The maximum students under study area possess considerable awareness about advertising skills and creativity. The conceptual frame work in students mind is quite appreciable and it shows their perception level to take the challenges of today’s economic prosperity. The general belief absorbed creativity and human psychology was found satisfactory. The new generation is well aware about encoding the messengers as well as aware about media selection and plan. The advertising skills among the pOst recession era students are considerably developed and it will plays a vital role in their respective career development in particular as well as for economic prosperity in general.

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