

NEED OF ETHICS AND SKILL IN ADVERTISING TO GROW ECONOMICALLY

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Abstract: *In our day to day lives, we always face situations where we have to take decisions, and decide what is right and wrong. We are always faced with the debate of what is moral or immoral, ethical or unethical and according to the perception of each individual, the right decision from their point of view is made. The proper definition of “Morals”; are the beliefs that people hold against what is considered right or wrong. Morals direct people as they make decisions in their personal and professional lives. Another term that always accompanies Morals is Ethics; these are the principles that serve as guidelines for both individuals and organizations, they help create boundaries regarding what is acceptable and what is not, since these behaviors are related to moral feelings about right and wrong Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief, that advertisements nowadays deeply affect the way people perceive themselves and the world surrounding them, including crucial actions and behaviours. For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably*

Keywords: *Advertising, Organization,*

Introduction:

Advertising the issue of today's world has the important criteria as customer being the king of market he can make the product successful or else he can put it into decline stage. This is the best of times and worst of times for Indian advertising agencies. On the one hand, there are ample opportunities for growth not only in existing areas of activity, but also in new fields that are opening up thanks to liberalization and globalisation, technological progresses and changing lifestyles. At the other end of the spectrum, risks are looming large on the horizon of agencies that are not able to identify the critical competencies they need to stay on course and decide how they should build and deploy these competencies, given their current scope and resources. The risk of getting stuck in the middle is now very real for many agencies, and the time has come for such agencies as well as others operating at the top and bottom rung to revisit their strategies including scope, scale and competitive advantages.

Objective of research

1. To study and analyse the ethical dilemma of advertisement
2. To Explore the potential and economical stability of advertisement
3. To Explicit the effectiveness of advertising in context to commercial advertisement
4. Evaluating the effectiveness of emotional appeal and sex appeal; in commercials as well as Printed Ads, on adolescents.

Research Methodology:

Research is based on Primary Data Collection and secondary data collection by the methods In dept questionnaire and focussed group the area covered is kalyan to thane.

The keys of advertising:

Marketing

Advertising management is an integral element of marketing. You must therefore have the skills to understand your organization's marketing objectives and the role advertising plays in achieving those objectives. You use your marketing skills to determine the strategy and goals for an advertising campaign, which include raising awareness of a product, generating leads for the sales force or building a strong brand.

Media

To make the most effective use of your advertising budget, you must have the skills to identify the target audience for your campaign and select the media that provide the most cost-effective coverage of the audience. With a choice of press, television, radio and outdoor media, plus a growing range of digital media, you need strong analytical skills to review and assess the audience statistics and research available from media owners.

Creativity

To develop advertising campaigns that achieve impact and persuade the target audience, you must have the skills to work with designers and copywriters to generate strong creative ideas. Although you may have to generate the creative ideas yourself, you must provide the creative team with the information and direction that enables them to develop ideas that are relevant to the audience. Your role is to write a brief that sets out the objectives of the campaign, provides a detailed profile of the target audience and the reasons for buying your product. The brief also outlines the key campaign messages and provides mechanical details of the medium where the advertisement will appear.

Communication

You require good communication and presentation skills to deal with a wide range of specialists inside and outside your organization. You collaborate with colleagues in sales, marketing and product development to obtain background information for your campaign and to present your proposals. You also deal with board members and senior financial executives to obtain approval and budgets for your program. To develop campaigns, you work with creative teams or account managers in advertising agencies and media companies.

Project Management

Advertising managers require general management skills. You are responsible for allocating and monitoring a budget to achieve advertising objectives. You require good project management skills to plan and monitor the different stages of campaign development so that advertising content is ready for publication date.

Changing Environment of the Advertising World

The performance of the Indian advertising industry since the middle of the nineties can be termed as healthy. The current growth rate of 18-20 per cent, though below the 49.5 per cent achieved during 1995, is still above many industries in India. The Rs 10000-crore industry is becoming globally competitive and presently accounts for 33 per cent of total industry profit in the Asia-Pacific region and ranks seventh highest in terms of contribution to global profit. Global agencies are increasingly getting attracted to the Indian market and now have a share of about 47 per cent of total Indian advertising.

In spite of this healthy state of the industry during the mid- and late 1990s, the uncertainty of the future remains a cause of concern for all agencies, big, medium or small. Developments in the last five to 10 years have changed (or are changing) the rules of the industry dramatically. Let's take a look at some of these developments to identify the opportunities and vulnerabilities of Indian advertising agencies: 1 Clients are increasingly looking for a one-stop communication solution, including direct marketing, event management and public relations.

Areas of Repositioning

Given the changes mentioned above, the strategies that worked in the past will need to be revisited to check their relevance in the new environment. Some of the areas where fresh views are needed are:

Scope

An agency should examine if it should become a full service agency or focus on one or two specialized areas. There will increasingly be a sharp distinction between 'pure' players in select areas and full-fledged communication practitioners.

Scale

A critical issue to be addressed is how big the size of an agency should be. Size will undoubtedly matter if new capabilities are to be built, more value-added services are to be provided and cost to the client is to be reduced. It is also a fact that the industry is getting concentrated, and unless an agency figures in the top ten, it is unlikely to make reasonable money.

Capability Building

One key issue that needs to be revisited is what kind of future capabilities an agency should build so that it can have competitive advantages to offer value that is better than its other direct competitors as well as niche players. The list of capabilities has to be developed keeping in view the need for micro-segmentation, requirement of faster delivery, emergence of e-business, new technological possibilities in IT and telecom, and development of non-traditional media such as Internet, ATM, WAP devices, interactive TV etc. Care must be taken not to build capabilities in all possible areas (for example, the agency need not build capabilities in software required to support its online initiatives).

Literature Review

As mentioned earlier, we are in a fast moving world, business and trade transactions takes up a big part of our lives, marketers do whatever they can do , in order to cut through the clutter, using different marketing approaches.

Performance Criteria

As with any other organization, an agency will need to define a few critical parameters against which it will measure its short- and long-term performance, given the industry's standards and clients' expectations. Such parameters should be chosen to reflect the importance of both client satisfaction and internal efficiency. Against the backdrop of the increasing propensity of clients to shift from a commission or fee-based remuneration structure to a system based on 'payment by result', it is obvious that an agency will need to incorporate in its list of key success factors such parameters as the advertiser's business performance (e.g. sales, volume etc.), the performance of advertising (e.g. level of awareness created, enhancement of brand image etc.) and performance of the agency vis-a-vis clients' expectations and service standards set in delivering the service (e.g. task competencies, service delivery-quality, timeliness and professionalism). These three areas, in addition to other items that measure internal efficiency, must be fine-tuned, quantified and benchmarked to make sure that both clients and employees of the agency understand and evaluate the kind of value the agency proposes to deliver and how the agency ensures high-quality execution of the same.

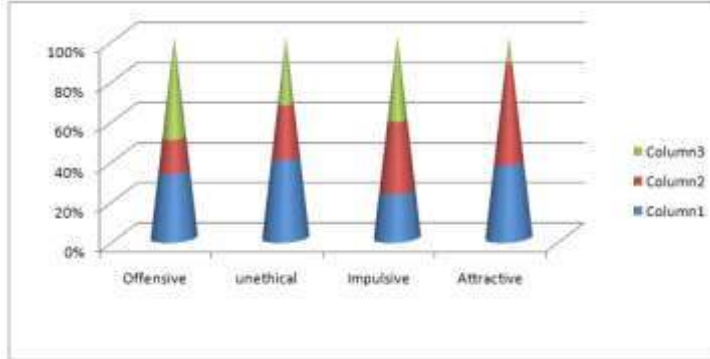
Marketing versus Advertising

Failure sometimes occurs even before the process starts because companies are confused by the apparent similarity between the purpose of advertising and marketing. Both are meant to encourage consumers to purchase products and services, however, there is a fundamental difference between the two. Advertising is only one part of the marketing process, and its job is to deliver messages that have a psychological effect on the consumer. While marketing, which also includes functions such as public relations, promotion, sales, packaging, and pricing, has the more inclusive job of moving products and services from the seller to the buyer

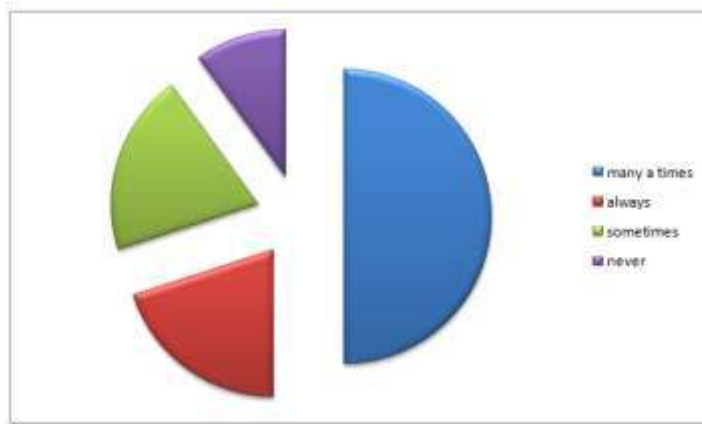
Questionnaire and Analysis

- Q1.The impact of Knowledge on the degree of affection to the Ads
- Q2: The impact of age on the degree of affection to the Ads
- Q3: The effect of emotional appeal and sex appeal in Ads, on the consumer's buying decision
- Q4: The effect of Television viewing frequency on adolescents' sense of judgment
- Q5: The effect of magazine reading frequency on adolescents' sense of judgment
- Q6: Marketer's insight towards the effect of emotional appeal and sex appeal on adolescents.
- Q8.How often do you buy a products based on the way you feel regardless you its benefits.
- Q9.The effect of emotional appeal and sex appeal in Ads, on the consumer's buying decision.

Q The effect of emotional appeal and sex appeal in Ads. on the consumer's buying decision.



Q How often do you buy a products based on the way you feel regardless you its benefits.



Conclusion

The ethical dilemma of advertising, especially the effect of sex appeal and emotional appeal on adolescents, has always been an ongoing debate in the society. Therefore, in order to further understand the issue on hand, this research was dedicated to measure effectiveness of advertising in context to commercial advertisement. The research is an exploratory one, therefore in dept questions were asked to the respondents and focused group.

The need of the agencies of tomorrow to reposition themselves in the fast-changing business and advertising world cannot be overemphasized. The areas that should be revisited by the agencies have been identified in this article and these require urgent review. A fresh prospective is necessary in each of these areas to reposition the agency in the new scenario. Obviously there will be a number of alternatives under each of these areas, and the final choice will essentially depend on how the managers of each concerned agency perceive the dynamics of the new environment, including the opportunities that are opening up and the competencies they need to develop. Also important will be the aspirations these managers have to dominate the nature and pace of the future evolution of the advertising industry.

Reference

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