A Study on Big Results from Small Advertisement Budget

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ABSTRACT

Advertisement is essential for each and every business (Goods or Service Provider). It is carrying information or Message about the product or service through various medium. Without medium, we can't convey the message to the targeted customers. Choosing the right medium is one of the duty to the marketing managers. If the marketing managers do this job accurately, the advertisement cost will be reduced. There are various ways of mediums available for advertisement like TV, Radio, Newspapers, Pamphlets, Counter and Window displays, Online, Mobile etc., One of the Contemporary issues in the advertisement is spending more money. It is the duty of the marketing manager to take necessary steps to reduce the advertisement cost. Now a days, most of the marketing managers or producers want to advertise their products or services through Actors or Actress or Sportsman or Music Directors or Play back Singers etc., These persons are demanding more money for their actions. So, huge amount is spent for this type of advertisements. The very big amount ultimately fall on the consumers. The marketing managers have to take necessary steps to reduce this problem. The only solution for this problem is to use children, Cute boys or men, Beautiful girls or women (other than popular figures). Any pet animals can be used for advertisement. Using of local TV channels can reduce the advertisement cost to a greater extent. The cost will be less comparing to other big TV channels like Star Groups, Zee Groups, Sun Groups, Jaya Groups etc. This paper aims at providing big results from small advertisement budget through various methods adopted.

Keywords--- Advertisement, Advertisement Budget, Channels, Services.

I. INTRODUCTION

Advertising is the most important tool used by a company to promote its products or services. Advertising is defined as “Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor”. The success of an advertising campaign or a marketing endeavor depends a lot on the strategy applied by the company or agency. The participants in the advertising industry are the Advertiser, the Advertising Agency and the Media. The advertisers or clients are the key participants in the process as they have the products or services to be marketed and also they provide funds for the advertising. Advertisement is not a simple thing of the businessmen, because it requires huge amount. Advertisement plays a major role in the cost of the product or service. Reducing the advertisement cost and getting big results with small budget of advertisement, is useful to all types of businesses.

Advertising has been playing a significant role in our socio-economic life. It is considered as an effective and cost efficient tool for communication. Advertising is an informer of the client - business and non business enterprises. Its basic purpose is to communicate with the society through appropriate message and media. The importance of advertising is steadily increasing in the modern society. Advertising has a profound impact on how people understand life, the world and themselves, especially in regard to their values and their ways of choosing and behaving. It also has an indirect but powerful impact on society. Many publications and broadcasting operations depend mainly on advertising revenue for their survival.

II. OBJECTIVES OF THE STUDY

1. To examine the role of advertisement budget in the promotion of a product.
2. To examine the needs for effective advertisement budget.
3. To evaluate the mutual benefits to businessmen and consumers.
4. To suggest how to reduce advertisement cost.

III. METHODOLOGY OF THE STUDY

The study is theoretical and descriptive in nature. The secondary data were also been collected.
from different sources viz., text books, Magazines, Articles and Website references.

IV. RESEARCH PROBLEM

Advertisement is having great influence on the buying behavior of people. Developing and implementing an integrated marketing communication program is a complex and detailed process involving the efforts of many persons.

V. NEED OF ADVERTISEMENT

Advertising is necessary to all businesses in order to sell their goods in the market. Products can be reached to the consumers only through advertisement. Advertising draws attention to the product or service, which can be performed through a number of mediums, such as television, radio, billboards, sandwich boards, web banners, adverts in newspapers and magazines and on vehicles, or public transport such as buses and trains. Advertisement can be made to a larger extent only where people are found more.

It is all part of the promotional strategy that helps sustain the business within the markets, which in turn lets business understand what the consumer wants and the sort of prices the consumer will be willing to pay for the product. Advertisement keep the consumer up to date with new developments, for instance new variations of electric cars that are now becoming more environmentally acceptable to use.

Importance or Significance of Advertising

1. The Manufacturers: Advertising helps the manufacturers to introduce a product into the market. It helps to create primary demand for a product. It induces buyers to buy and thereby increases the sales volume. It helps to sustain the market for a product. It further helps to promote sales during off-season. It is required to inform the buyers about product modifications and alterations. It is only through advertisement the various incentives to the buyers like discounts free gifts, etc. are announced. It is essential to tackle the competitor's strategies effectively. It helps to create brand loyalty. Finally, advertisement is needed to retain the customers.

2. The Dealers: Advertising helps the dealers to sell their goods more in the market. It helps to achieve a higher turnover of inventory. It supplements the selling efforts of dealers. It helps them to get product information from the manufactures and pass it on to the consumers. It helps to enhance the prestige of the dealers.

3. The Consumers: Advertising helps the consumers to select the best goods. It gives product information to the buyers. It indirectly assures quality of goods. It tells them where, when and from whom they can buy the goods and at what price. It helps them to compare the relative merits of the substitutes available in the market. It enables the buyers to satisfy themselves about the claims made by the manufacturers.

4. The Salesmen: Salesmen also are benefited from advertising. It prepares the necessary ground for the salesmen to start their work. It reduces selling efforts as advertisement has already made the product very popular. It enables the salesmen to face the buyers with confidence as the latter have prior knowledge of the product. The salesman himself can weigh the effectiveness of advertising when he contacts the buyers. Advertisements together with selling efforts will help the salesmen to get more orders for the business they represent. More orders for the business should mean more remuneration for the salesmen.

5. The Society: Society also are benefited from advertising. It helps to create awareness among the people. It induces people to buy goods which are the outcome of innovation. This raises their standard of living. It provides employment to many talented persons. Preparation on advertisement for the media enquires the participation of copywriters, artists, music composers, singers and so on. It gives more income to the press. This facilitates sale of newspapers at cheaper rates. It also brings income for all the other media like radio and television. This enables them to meet the cost of production of programmers.

VI. THE FIVE "M" S OF ADVERTISING:

The five major decisions in developing an advertising program.
VII. ROLE OF ADVERTISEMENT BUDGET

In every business, budget is important. Advertisement is very big activity to all the business people. In cost of production, advertisement cost plays its role largely. Heavy advertisement cost affect the consumers satisfaction indirectly. Budget of advertisement is important, but at the same time this is connected to the cost of a product or service. Each and every business should come forward and take necessary steps for reducing the cost of advertisement.

Advertisement budget depends on season basis and not on regular basis. Managing and reducing the unwanted advertisement cost will be useful for investment in other development process of the business.

VIII. CONCLUSION

Advertisement is important and not avoidable in any action. Now a days the cost of advertisement is high and that huge amount fall on consumers head. It is advisable not to use the popular or famous artists in the advertisement. It is also advisable to avoid the popular T.V channels. Instead of popular T.V channels, local T.V channels for advertisement are Businessmen should effectively use the amount in development process, like Gifts to consumers which will be helpful for customer satisfaction and to retain the consumers. All these things are possible only through effective advertisement budget.

REFERENCES