

CHAPTER SIX

PROMOTION

The ultimate aim of any production is to sell the products to the consumers at a profit.

For this products have to be brought to the attention of the consumers and should be presented as superior to other products of similar nature. This task of communicating product message to the people and persuading them to buy the products is termed promotion.

Promotion is one of the important elements in the marketing mix and it is concerned with communicating the availability and uses of products to potential or existing customers. Promotion can be termed as marketing communication and without it sales will not take place properly.

The word promotion is from the Latin word “promovere” means ‘move towards’. So promotion is pushing an idea or information towards target market.

Definitions:

Promotion is the process of Marketing Communication involving information, persuasion and influence.

Masson and Ruth – Promotion consists of those activities that are designed to bring a company’s goods or services to the favourable attention of customers.

American Marketing Association – Promotion is the personal or impersonal process of assisting and or persuading a prospective customer to buy a product or service or to act favorably upon an idea that has commercial significance to the seller.

Objectives of Promotion:

Some of the objectives of Promotion are:

1. To provide information and persuade Consumers
2. To differentiate the products
3. To remind the customers
4. To counter competition
5. To build a favourable image and brand loyalty
6. To stimulate demand and stabilize sales
7. To retain the loyal customers.
8. To help the distributors and agents.

Differences between Promotion and Selling:

Selling	Promotion
1. Narrow term	Broader term.
2. Transfer of title from seller to buyer	It has different activities to be seen to.
3. Does not include advertisement and other demand creating methods.	Advertisements and all means used to make known about the products is part of promotion.

Importance of Promotion:

Promotion has an indispensable role in the modern marketing and is absolutely necessary for marketing products and services. Some of the importance of promotion are:

1. Business Importance – Marketers can create brand loyalty only through promotion and it is needed both for large and small business enterprises. It communicates information about quality, price and other features of the product to the potential consumer.
2. Economic Importance – Promotion promotes employment to people. It economizes the production process and reduces the cost per unit of output thus reducing the prices.
3. Social Importance – Promotion provides freedom of choice for the consumers. It also helps in achieving socially – oriented objectives like stopping smoking, drinking, family planning, physical fitness, elimination of drug abuse, dowry system etc. Promotion also gives information to society on variety of topics and even educates people on several subjects.
4. Importance to Non-Business Organization – Non-business organizations also has benefits due to promotion. They use promotional strategies to promote their ideas and programmes.

Promotion Mix:

Promotion mix means all those activities undertaken to promote sales of products. It is the combination of the elements of Promotions.

These elements are also known as promotional blend. Promotional blend are two types.

1. Push blend – gives importance to personal selling. Here the producer pushes the product through the different channels of distribution.
2. Pull blend – deals with impersonal selling. This is attracting the customers towards the products through heavy advertisements and sales promotion.

According to Jobber promotional mix has six elements or tools.

1. Advertising – It is an impersonal method of promotion.
2. Public Relations –It involves creating publicity through journals, radio, TV etc.
3. Sales Promotion – It includes promotional activities like offering incentives, gifts, coupons etc.
4. Direct Marketing – Here the companies communicate directly with the target market to generate a response and transaction.
5. Internet and Online Marketing – This means using electronic media to promote products or ideas.
6. Personal selling – It is considered as the most effective tool for promotion. It involves direct contact between the seller and the buyer and enables two way communication.

Factors Affecting Promotion Mix:

Main factors influencing promotion mix are:

1. Type of Product: Type of product plays an important role in deciding on promotion mix. Product can be categorized in terms of branded products, non-branded products, necessity products, luxury products, new products, etc. All these types of products need different promotional tools.

2. Nature of Product – Promotion mix will vary according to the nature of products.

Consumer goods like grocery items, drugs etc require mass advertisements.

Industrial goods – needs personal selling, advertisement, publicity, display at industrial fairs etc.

Convenience goods - needs salesmen

Speciality goods like fridge, TV etc require dealers and retailers.

Complex and technical products like computer needs personal selling

Simple and non-technical goods require advertisement

When a producer's brand is not differentiated from that of competitors (eg. Sugar) needs personal selling and differentiated goods depend on advertising.

3. Use of Product - Product may be industrial product, consumable and necessity product, or may be luxurious product that affects selection of promotion tools and media.

3. Complexity of Product – Product's complexity affects selection of promotional tools. Personal selling is more effective for complex, technical, risky, and newly developed products.

4. Purchase Quantity and Frequency - Company should also consider purchase frequency and purchase quantity while deciding on promotion mix. Generally, for frequently purchased products, advertising is used, and for infrequently purchase products, personal selling and sales promotion are preferred.

5. Fund Available for Market Promotion - Financial capacity of company is a vital factor affecting promotion mix. Advertising through television, radio, newspapers and magazines is too costly to bear by financially poor companies while personal selling and sales promotion are comparatively cheaper tools.

6. Type of Market -Type of market or consumer characteristics determines the form of promotion mix. Education, location, income, knowledge, age, sex, etc., are factors that affect company's promotion strategy.

7. Size of Market - Naturally, in case of a limited market, personal selling is more effective. When market is wide with a large number of buyers, advertising is preferable.

8. Nature of Market – Nature of the market has a great say in the promotion mix. For industrial markets, advertising plays an informative role. For consumer market advertisement has informative and persuasive role. For individual customers the promotion strategy varies with target groups (Age, Sex, Income etc).

9. Market Penetration – A product having good market penetration, is known to the customers and so what is needed is a sustaining promotional strategy.

8. Stage of Product Life Cycle - Product passes through different stages of its life cycle. Each stage poses different threats and opportunities. Each stage needs separate marketing strategies.

It can be concluded that, in normal situations:

(1) Advertising, personal selling, and, even, sales promotion are used during the introduction stage.

- (2) More intensive advertising and sales promotional techniques are used during the growth stage,
- (3) More rigorous advertising along with personal selling are followed in the Maturity stage, and
- (4) Company prefers to curb the expenses in Saturation stage, and promotional efforts are reduced.

9. Level of Competition - Promotional efforts are designed according to type and intensity of competition. All promotional tools are aimed at protecting company's interest against competition. Level of promotional efforts and selection of promotional tools depend on level of competition.

10. Promotional Objectives - It is the prime factor affecting promotional mix. Different objectives can be achieved by using different tools of promotional mix.

If company's objective is to inform large number of buyers, advertising is advisable.

If company wants to convince limited consumers, it may go for personal selling.

When company wants to influence buyers during specific season or occasion, sales promotion is used.

Some companies use publicity to create or improve brand image and goodwill in the market.

10. Characteristics of Buyers – Experienced buyers of industrial products need personal selling and inexperienced buyers need advertising. The importance of the purchase, the time available for purchase, influence of friends, retailers etc affect the promotion mix.

11. Distribution Strategy – Companies having market penetration use both personal selling and advertising.

Companies having market penetration but selling directly depend heavily on personal selling and advertising plays only a supporting role.

If the product passes through a longer channel of distribution, then more importance is given to advertising and less importance to personal selling.

12. Price Strategy – Pricing strategy influences the promotion mix in two ways. First one is in terms of the price of the competitor's brand and second one in terms of the margin allowed to the middlemen.

If the price is higher than the competitor's price, then personal selling is adopted and if the price is lower than the competitor's price then simple promotional style is used.

If the middlemen are allowed higher profit margin, then they are motivated to stock and push the brand and very little advertisement is needed and if the profit margin is lower heavy advertisement is required.

13. Cost of Promotion Elements – Cost of promotion tools is also an important factor influencing the promotion mix. The cost per message delivered to the real customers is more important.

Implementation of the Promotional Plan:

The various steps for implementation of Promotional plan are:

1. Setting Objectives – objectives to be achieved
2. Identifying the Target Market – the target market to which promotion is done
3. Developing Promotions Budget – the amount to be spent for promotion activities.
4. Choosing a message – it should be attractive, interesting and eliciting action

5. Determining the Promotional Mix – a suitable combination of different promotional tools.
6. Selecting the Media Mix – the media through which communication to be done. TV, Journals, cinema, internet etc.
7. Measuring the Effectiveness – impact of promotion on the target audience should be measured.
8. Modifying the promotion Campaign – If needed changes are made to the promotion plan for a better presentation.

Modern Approach to Promotion Mix:

Promotion mix is a set of sales getting tools of the organization to increase the sale volume. The traditional sales setting tools are four: advertising, public relation, sales promotion and personal selling.

Some of the modern Approaches of Promotion Mix are:

1. Advertising
2. Public Relations
3. Sales Talk
4. Bait Promotion
5. Shop Garnishment
6. Extensive Exposure
7. Customer Relations
8. Impulsive Mail
9. Emissary – style Promotion.

Advertisement:

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. (Advertising Association of UK).

It is the most glamorous element of promotion mix and is the poetry of marketing.

It covers all the activities connected with giving publicity regarding goods and services offered for sale.

Definitions:

Advertising is a means of communication with the users of a product or service.

American Marketing Association – “any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor”.

Littlefield – Advertising is mass communication of information to persuade buyers as to maximize profits.

Characteristics of Advertising:

Some of the Characteristics of advertising are:

1. It is a non-personal communication to the target market
2. It is a paid form of communication by an identified sponsor
3. It provides information about products and services in the market
4. It may be visual, spoken or written
5. It is a salesmanship in print
6. It is a Mass communication medium

7. It is an important element in marketing Mix.
8. It stimulates sales.
9. It is an art as well as a science.

Objectives of Advertising:

The basic objectives of advertisement are to inform, persuade and remind the target audience. Good advertising should increase sales, create news and enhance the company's image.

Other Objectives are:

1. To prepare the ground for the new product and to increase the demand of existing products.
2. To face competition and to create or enhance good will.
3. To inform the changes regarding price, channel of distribution, product quality etc to the public.
4. To create brand preference and a place in the market, even to become a market leader.
5. To educate consumers and to remind the consumers about the product from time to time.
6. To encourage the middlemen to main the stock of the enterprise.
7. To help the dealers in selling product.

Functions of Advertising:

Functions of advertising are:

1. To introduce new products into the market
2. Promoting the sales of goods and services
3. Help to widen and market and to create brand loyalty.
4. To communicate information about the product to the consumers both present and potential.
5. To create, maintain and increase the demand of a product
6. Brings about healthy competition in the market
7. Increases the living standard of the individuals and society
8. Strengthens other promotion mix elements.
9. Gives employment to large number of people.

Advantages of Advertisement:

Advertising has got number of advantages and it is important to market as bricks in a building or cash in the bank. It offers number of benefits to manufactures, middlemen, salesmen, consumers and society.

Advantages to Manufactures:

1. Advertisement increases the demand for the product; hence large scale production, thus decreases the cost of production.
2. It introduces new products in the markets and maintains demand for existing products.
3. It maintains the existing market and also explores new markets.
4. Builds or increases the good will of the company
5. Easy introduction of new products into the market.
6. Protects the manufacturers from undue dependence on middlemen.

7. Helps to fight competition by highlighting the superiority of the company's products.

Advantages to Retailers and Wholesalers:

1. Helps them to have more sales
2. Communicates the quality and features of the product thus reduces the selling efforts.
3. It reduces the quantity of old stock and increases the profit of the dealers
4. Increases the prestige of the dealers and enables them to have proper information about the product.

Advantages to Salesmen:

1. It creates a background for the job of salesmen.
2. Reduces the workload of salesmen.
3. Gives more confidence and enthusiasm to salesmen in their work
4. Helps the salesmen to contact more customers in a shorter period

Advantages to Consumers:

1. Helps to have knowledge about the new products which makes the purchase easy.
2. It guarantees a certain level of quality for the products.
3. Mass production enabled by advertising lead to low selling prices.
4. It enables the firm to have direct contact with the consumer thus avoiding many middlemen.

Advantages to Society:

1. It directly and indirectly provides employment to many people
2. Raises the living standard of the people.
3. Improves the knowledge of the people about different products
4. It makes newspapers and magazines cheaper.
5. Helps to stabilize price.

Demerits or Criticisms against advertising:

Advertisement has many disadvantages. According to Benjamin Franklin, "Advertising is a lawful lie". It is criticized on various grounds. There are different areas of objections. Some of them are:

Economic Objections:

1. Advertisement is unnecessary and a waste. According to some 50 percent of advertisement go waste.
2. It increases the cost and price of the products. According to Will Roger – If the amount of money spent on advertisement is used to improve the products, then there need not be advertisement.
3. It induces people to buy goods which are not needed.
4. It creates monopolies and unhealthy competition in the market.
5. Makes the selection of the customers difficult.
6. Ad. has no effect when market situation is difficult and other market elements are not functioning.

Social and Cultural Objections:

1. Advertisement destroys the utility of the goods, before a product is fully utilized due to change in fashion, technology etc. This results in wastage of national wealth.
2. Advertisement by the political parties to create image about the parties especially during elections at the cost of the people is against all social and cultural values.
3. It encourages materialism in the society. (Materialism means undue importance to material things).
4. It manipulates customers to buy things which are not really needed.
5. It has failed to portray the changing role of women in society. They are often projected as materials for business gain which goes against social and cultural values.
6. It insults the intelligence of the consumers.
7. It can create clashes in family life especially when opinions differ about what to purchase.

Ethical Objections:

1. Advertisement misleads the public by giving false statement about the product.
2. Some advertisement contains vulgarity, immoral poses and indecent statements which can corrupt the young minds which in turn can lead to unethical behavior.
3. Some advertisement induces the young minds to crimes and other social evils.
4. Advertisement has wrong impact on children and exploits their minds.
5. Advertising creates confusion in the minds of the people.

Difference between Advertising and Publicity

Some of the differences between advertising and Publicity are:

Advertisement	Publicity
1. It is commercial	1. Not always commercial
2. It constitutes a major part of the Marketing Mix	2. Not part of Marketing Mix
3. It is paid for by advertiser	3. Publicity may or may not be paid for.
4. All advertising is publicity	4. All publicity is not advertising
5. Advertisement aims at promoting sales	5. May not result in the sale of goods.

Types of Advertising

There are different types of Advertisements. Some of them are:

1. **Product Advertising** –It the advertisement pattern used for creating demand for the products thus increasing the sale. Product advertisement can be divided into:
 - i. Primary advertisement – means it is used for creating demand for a new product.
 - ii. Elective or competitive adverting – This is used in the competitive market, especially when the product enters the growth sage and competition intensifies.
 - iii. Reminder Adverting- This is done when the product is moving to maturity and saturation stage.
2. **Institutional Advertising** – This is done to create the good will of the institution than demand for product. It is also known as corporate advertising. Eg. Godrej, Reliance, Bombay Dyeing etc.
3. **Commercial Advertising** – This is done to sell the products or ideas and to increase the sale volume. This is also known as business advertising. It can be divided into different types. They are:

- i. Consumer Advertising – Here the producers make direct appeal to the consumers to buy the product.
 - ii. Industrial Advertising – This is appealing to industrial users to buy the products.
 - iii. Trade Advertising – Here the producers appeal to the traders, ie., wholesalers or retailers.
 - iv. Professional Advertising – Here the appeal is to professional people like doctors, engineers etc.
 - v. Farm Advertising – It is the form of advertisement used to sell the farm products.
4. **Non-Commercial Advertisement** – This is used for non-profit organizations – inviting donations, financial aid, support etc.
 5. **Comparative Advertising** – This is done to compare two or more similar products. The producer tries to highlight the superiority of his products over the competitive products.
 6. **Emotional Advertisement**- Appealing to the emotional feelings of the prospective customers. It highlights feelings such as beauty, love, fear etc.
 7. **Rational Advertisement** – This induces the prospective buyers to buy a product by explaining the reason to do so. It gives importance to the utility of the products.
 8. **Manufacturers' Advertising** – It is the advertisement undertaken by the manufactures of the product. It can be either product or institutional advertisement.
 9. **Dealer's Advertisement** – This is the advertisement done by dealers: Wholesalers and Retailers.
 10. **Co-operative Advertisement** – This is done jointly by the manufacturer, wholesalers and retailers.
 11. **Government Advertisement** – Advertisement undertaken by the Government institutions or departments to promote public awareness regarding social and public issues like pollution, drugs, etc.
 12. **Classified Advertisements** – This refers to advertisements given in newspapers and magazines under specific headings. Eg. Matrimonial, Situation vacant etc.
 13. **Local Advertising** – This is done by retailers and covers only a particular locality or area.
 14. **Regional Advertising** – Advertising which covers a particular region. Eg. Southern Kerala.
 15. **National Advertising** - Advertising covers the entire nation and is usually undertaken by the producers.
 16. **Direct Action Advertisement** – It is a type of advertisement which tries to get an immediate response from buyers. Attractive offers persuade the buyers to make quick purchases.
 17. **Indirect action Advertising** – It is a type of advertisement which tries to get a favorable response over a long period of time. The advertisement creates a favorable opinion for the product which may turn into a sale in the future. It is also called delayed action advertisement.
 18. **Mass Advertisement** – It is a type of advertising which appeals to the masses.
 19. **Class Advertisement** – This appeals to a particular class of buyers. Eg. Business class.

20. **Surrogate Advertising** – The word surrogate means substitute. This is the strategy is used by companies to promote a product secretly, because the law of the country may not permit the advertising of a particular product.
21. **Celebrity Advertising** – These are advertisement done with the images of celebrities like film stars, sports Stars etc. These people are called as ‘brand ambassadors’.
22. **Reinforce Advertising** – This is a form of comparative advertising. It assures the users of the product that they have made the right choice and tells them how to get the most satisfaction from the brand.
22. **Shortage Advertising** – This is done when there is shortage of products. Eg. Oil Crisis.

Planning Advertising Campaign:

An advertising campaign is a series of related advertisement focusing on a common theme, slogan and set of advertising appeals.

It includes a series of ads, placed in various media that are designed to meet objective and are based on an analysis of marketing and communication situations.

Steps in Advertising Campaign:

The steps followed in Advertisement Campaign are:

1. Market Analysis
2. Determining the Advertising Objectives
3. Determining the Advertising Budget
4. Selecting the Advertising Media
5. Deciding the ad message
6. Evaluating the Ad effectiveness

These can be considered as the Six M’s of Advertising – Market (target audience), Mission (objectives), Money (Budget), Media, Message and Measurement (Evaluation).

Advertisement Copy

Advertisement Copy refers to the physical form of the advertisement message or the message that is presented in the visible or audible form.

Advertisement message is the written message and the material which is conveyed to the public by the advertiser. Its aim is that it shall be seen, read and then acted upon.

The main elements of Advertisement Copy are:

1. **Heading** – It is the title of the advertisement. It may be a question, a word, warning or an appeal. It should attract attention, creates interest and induce the reader to further read the message.
2. **Sub Heading** – The idea promoted in heading is further expressed in the sub-heading. It is written below the heading and is printed smaller than the heading. If the copy is long – it is splitted into two paragraphs – heading and sub-heading.

Sub heading is used either to supplement the heading or to throw light on various selling points contained in the text.

3. **Body Copy** – It is the main part of the advertisement copy. It gives all the important features of the product. What is given in the headline is elaborated in the body of the letter. Some of the technique of preparing the body copy are:
 - i. Straight- Line copy - It explains the benefits of using the product.
 - ii. Dialogue Copy – It explains the features of the product in the form of a conversation.
 - iii. Direct Response Copy – This highlights the reason to buy the product at the earliest.
 - iv. Testimonial Type – This gives the words of the user of the product as a testimonial.
 - v. Institutional Copy – This is used to popularize institution rather than the product.
 - vi. Picture and Caption copy – This type of copy uses several pictures with captions.
4. **Illustrations or Pictures** – The effect of the text is enhanced by illustrations as these make the advertisement interesting and eye catching. Photograph, pictures etc are used for this.
5. **Trade Mark and Brand Name** – The brand name is given in the advertisement to make it popular.
6. **Slogans** – A catchy phrase used and repeated often in an advertisement becomes a slogan.
7. **Closing Idea** – It is very important and the advertisement should be closed with enough information and motivation to act.

Advertisement Appeals (Advertisement Theme)

This means the central theme or idea of an advertising message.

According to Norris, appeal is the basic idea in copy designed to lead a buyer to action. It is the reason for a person to buy a product.

The appeal can be of two types:

Emotional – Those appeals directed at existing certain feeling like love, fear, shame etc. Eg. Flowers, greeting cards, gifts etc.

Rational – Rational appeals are those concerned with reasoning and deliberation. Eg. Value, durability, quality, efficiency etc.

Scientific Advertisement:

An advertising programme prepared carefully and based on thorough examination of all the related factors is called scientific advertisement.

Scientific method is used to get good results. It refers to the use of right message through right media at the right time to the right people. There are many methods of scientific advertisement. The most popular one is the keying of the advertisement method.

Principles of Scientific Advertisement (Essentials of Effective Advertisement)

According to Prof. Hopkins some of the principles of effective advertisement are:

1. Title should be in line with the nature of the product.
2. Suitable and attractive pictures should be used.
3. Statement of the ad should be real and true.
4. Language used should be simple and easy
5. Object of ad must be specific and attractive
6. Media of ad should be carefully selected.
7. Ad should contain all the characteristics of the product.
8. It should stress on service motto and message should be positive.
9. It should be innovative and different and easy to understand
10. Ad should be made at the proper time.

Keying the Advertisement:

Keying means to adopt methods at the time of advertising so that results may be very easily assured and for this following strategies may be adopted. This is a method which aims at knowing the result of advertising.

1. Different addresses may be given to different media, so that enquiries received may be scrutinized to find out which media, responds the best. The best media may be selected and continued for advertisements.
2. Different papers may be selected for the advertisement of different departments and then evaluate which paper suits the requirements and of which department.
3. A coupon, blank order or space may be provided with the advertisement paper with a request to the respondents to express their opinion.
4. A request can be made to the enquirer or the prospective buyer, along with the advertisement that he should mention the name of the particular media which is the source of his information while making any enquiry. A scrutiny of all those inquiries may give an idea which paper or media is the best suited.

Unique Selling Proposition (USP)

The concept of USP was invented by Rosser Reeves, the head of Ted Bates Advertising Agency.

A unique selling proposition (USP, also seen as unique selling point) is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as “what you have, that competitors don’t.”

Eg. Fight bad breath and tooth decay (Colgate Tooth paste)
The beauty soap of film stars (Lux Soap)

Advertising Media:

The advertisement copy is presented before the customers through advertisement media. It is the means through which the advertisement message is conveyed to the public.

The advertisement media can be classified broadly into two types.

1. Indoor media – Sale message is conveyed into the home of consumer. Eg. News paper, TV, Magazines etc.
2. Outdoor Media – The message is seen by the consumer out of his home. Eg. Posters, Electronic signs.

Factors Governing the Selection of Advertising Media:

Following factors are considered while selecting the advertising media.

1. Nature of the Product
2. Advertizing
3. Potential Market
4. Business Unit
5. Message to be sent
6. The extent of Competition
7. Availability of Media
8. Cost of Advertisement
9. Class of Consumers

Kinds of Advertising Media

Different kinds of Advertising Media are:

1. Press Advertising: It is the most widely used method of advertising. It can be divided into two:

i. News Papers – It is the most popular media of advertising and is used all over the world.

Advantages:

- Due to wide circulation, the message reaches a large number of people
- Daily publication facilitates continuous advertising
- Flexible, less expensive and advertisement can be directed to specific regions.

Disadvantages:

- Life of news paper is very short.
- Not useful for illiterate people
- Not very suitable for quality advertisement as the quality of paper is poor.

ii. Magazines and Journals – These are published periodically and are prepared for different class of people. Most of the magazines maintain quality with regard to paper, printing etc.

Advantages:

- Have longer life than newspapers
- Suitable for colourful, selective and descriptive advertising.

Disadvantages:

- Lack flexibility – messages cannot be changed easily.
- Not suitable for quick publication of messages.
- Circulation is limited and appeals only to literate people and is costly.

2. Radio Advertising: It is a powerful medium of entertainment and is popular all over the world.

Advantages:

- It has wide coverage and reaches different parts of the world
- Appeals to both literate and illiterate people.
- Flexible, message can be modified easily and repetition is possible
- Gives a mix of information with entertainment

Disadvantages:

- Rather costly and so not suitable for small business.
- Only brief message can be given
- It appeals only to the ears and repeated advertisement can cause irritation.

3. **TV Advertising:** It is a very popular medium of advertisement in the modern marketing system.

Advantages:

- Appeals to both eyes and ears and provide entertainment to the viewers.
- Product demonstration is possible.
- It brings advertisement to the home of the consumers
- Viewing with family members make it more effective and gives a personal touch.

Disadvantages:

- Expensive and so not suited for small advertisers
- TV set is a pre requirement – which may not be found everywhere.
- Lengthy and frequent messages make the people irritated.

4. **Film Advertising:** It is a very popular medium of mass entertainment. Film advertisement means to exhibit shorts films or slide in cinema theaters and halls of entertainment.

Advantages:

- Appeals to large number of people.
- It is an audio visual medium.
- Showing on big screens gives a powerful impact

Disadvantages ;

- Very expensive
- It covers only cinemagoers
- Frequent changes are not possible
- Film viewers are irritated by this form of advertisement.

5. **Outdoor Advertising:** It is a very popular medium of advertisement intended to influence the travelling audience. The different forms of outdoor advertisement are:

Posters – Message printed or written on paper and pasted on walls at busy places.

Printed display- Painted directly on walls or sheets and exhibited in public.

Transport advertising – Advertisement given on the moving vehicles.

Electric Signs – Attractive electric display using words and pictures

Sandwich men – person dressed in fancy clothes in busy streets, distributing pictures, notices etc.

Advantages:

- Attracts the attention of people in a better way
- Suitable for local advertising and is selective in nature
- It lasts for long period – so it is durable

Disadvantages:

- Appeals only to those who travel and view the advertisement
- Message has to be very brief and it cannot be changed frequently
- It can be damaged by others

6. **Point of Purchase Advertising:** It refers to advertising at the place of purchase. It is a powerful and economical medium of advertisement. It appeals to both literate and illiterate people. Some of the points of purchase advertising are:

- a. Window display – Display of products in front of the shop to attract the customers.
- b. Counter display – Attractive display of goods inside the shop to attract those who enter the shop.
- c. Show room display – Display of products in the show room of the company.
- d. Fairs and Exhibitions – Products exhibited in important fairs to attract the visitors.

Advantages:

- Economic method with limited amount of expenditure
- Facilitates attractive display of goods and allows frequent changes of goods.
- Appeals to both literate and illiterate and enables physical testing of the products.

Disadvantages:

- Limited to those who visit the shop only
- Not feasible for those who have no time to spend in the shop and for small shops.

7. **Direct Mail Advertising:** It means sending catalogues, circular letters, price lists etc to prospective consumers by mail.

Advantages:

- Gives a personal touch to the advertisement and is a direct appeal to the consumer
- Detailed advertisement message is possible
- Reduces the chances of wastage in advertising and is flexible.

Disadvantages:

- It appeals only to selected customers
- Preparation and updating of mailing list is not easy
- It is expensive and most of such mails are ignored by the customers.

8. **Speciality Advertising:** It means distribution of special articles like key chains, pens etc to the present and other customers with the names of the products and the advertising firm printed on these articles.

Advantages:

- Gives a strong incentive to buy the product.
- It enjoys a long lasting appeal
- It is flexible as articles can be changed at any time

Disadvantages:

- It is rather expensive
- Stopping the distribution can create negative impact on the sales
- It is very much limited to few people.

Advertising Agency:

Advertising agency means special people selected for handling the advertising campaign. They are service organizations specialized in the field of advertisement and nowadays manufacturers are depending much on these groups to manage their advertisement of the products.

Functions:

- To study the character4sitc of the product and its market potential
- To help in the formulation of the advertisement policy
- To help to select the most suitable advertisement media at competitive rates.
- To prepare the advertisement copy
- To launch advertisement campaign at the appropriate time and to study its effectiveness.
- To relieve the producer form the burden of advertising.

Advertising Budget:

It means deciding on the right amount to be spent on advertising each product. The budget should be sufficient to undertake appropriate advertisement campaign in a highly competitive market. Some of the factors to be considered in deciding the advertisement budget are:

1. Stage in though Product Life Cycle
2. Market share and Consumer Base
3. Competition
4. Advertising Frequency
5. Product substitutability.

Methods of setting an Advertising Budget:

Some of the methods of setting advertising budget are:

1. Percentage of Sales Method
2. Unit of Sale Method
3. Affordable Method
4. Objective and Task Method
5. Competitive Parity Method

Evaluating the Advertising Effectiveness:

Advertisement involves huge amount of money and so it is necessary to test the efficiency of the advertisement. Some of the methods used to test the effectiveness of advertising are:

Pre-Test Methods:

These are tests made before the ad copy is published or released. It is also called as copy testing. The main methods used for pre-testing are:

1. Consumer-Jury Method – Here advertisement copy is shown to a panel of prospective consumer and their impression is collected. This can be done using questionnaire, coping scoring etc.
2. Portfolio test – Here a selected group of consumers are given several ad copies simultaneously and then they are asked to remember the ads to know which ones captured their attention.
3. Qualitative research – Here through focus group and depth interviews, information is collected from consumers and evaluated.
4. Theatre persuasion test - A group of people who could be a captive audience for an entertainment programme is considered and a questionnaire is sent to them. The free tickets are later sent to them for the programme where the test ads are run. On viewing these, they are asked to fill up another questionnaire. It assesses product, brand and its theme etc.
5. Mechanical Tests- Selected consumers are exposed to an advertisement and their eyes movements, blood pressure etc are observed with mechanical devices to get their reactions on the advertisement.
6. Readability studies - Respondents are drawn from different socio-economic background is tested to find out the levels of ease and effectiveness while reading the advertisements.

Post –Test Methods:

Post test is undertaken to assess the effectiveness of advertising after it is presented to the target groups. This is done to see whether the advertisement has met its objectives. Some of the post test methods are:

1. Enquiry Test – The number of consumer enquiries caused by an advertisement copy is taken as a measure of its effectiveness.
2. Recognition Test – Here the advertisement is shown to the target consumers and ask them, if they have seen it before. Effectiveness is measured in terms of the number of people who have seen the advertisement before.
3. Recall test – This is based on the memory of the consumer. Effectiveness is measured on the basis of the number of people who are able to recall the advertisement being tested.
4. Attitude Test – This is done to measure the impact of advertisement in forming attitudes or opinions in the mind of the readers or listeners. Respondents are asked to give their opinion about whether the advertisement is believable, informative, realists etc.
5. Awareness test – Under this method some consumers are selected and questioned on the brand, trade mark and other features of the product to test their knowledge of the product.
6. Opinion Research – Here consumers are selected and asked to express their opinion about the ad programmes of the product.
7. Association test – In this method the slogan of the ad message is repeated before the selected consumers and are asked to complete the slogan. If they are able then, ad is considered as effective.

Recent Trends in Advertising:

Advertising is playing a vital role in the development process by creating demand for goods and services, thus raising the living standards of people. Some of the recent trends noticed in advertisement are:

1. Rapid Growth - Advertising is having a rapid growth now and it is get more professional

2. Sponsorships – The present trend for large organizations now is to sponsor an event or programme and thus to get mileage out of it.
3. Stars and Sports heroes in Celebrity Advertisements – Hero worship is in Indian blood and it is becoming an integral part of advertising system.
4. Featuring Children – The advertisement is now getting more family oriented and children now made models for anything and everything, for TV, Car, Toothpaste and what not?
5. Quiz or Contest – With the advent of satellite TV channels brand promotions are taking place through quizzes and contests as it can be done with nominal promotional cost.
6. Advertising Wars – Now in advertisements each competitor is pitted against rival competitor. This includes soft drinks, TV, Motor Cycle etc.
7. Religious Symbols – Religious symbols and programmes are also becoming stages of advertisements. TV serials like Ramayana, Mahabharata etc had great sponsors.
8. Regional Copy – According to the modern trend advertisement copy is also available in regional languages. The used of English in Indian advertisement field is slowly on the decrease.
9. Increasing Online Advertising – On line advertising is gaining ground now and as many have access to online media it has become the trend of the day.
10. Return of Radio and FM Channels – Radio and FM channels are returning with advertisement programmes especially with private players like Star India, Bennet Coleman & Co., etc
11. Mobile SMS Advertising – It is a new tool in advertising and direct marketing and is becoming very popular. It is fast, cheap and efficient.
12. Another trend that is becoming popular is “Mobile originate” where the consumer initiates a dialogue by sending a message at a given number and then receives the information he is seeking.
13. Branded Content – It is a mixture of advertising and entrainment.
14. Tryvertising – It is a new and aggressive method of using the trial of a product or a service as the ultimate form of persuasive advertng. If people try a product or service they are more likely to buy and use it.

Media Planning:

Media planning is the process of deciding the exact media to be used for advertisement and also planning about the exact time and date of launching the advertisement.

The first step in media planning is to select a media for campaign and prepare the time schedule for each medium.

The primary goal of the media planner is to reach the largest number of persons.
Secondary goal is to achieve the purpose within the budgeted amount.

Decisions in Media Planning:

1. Decide on reach, frequency and impact.
2. Decide on which kind of media is to be used (Radio, TV, etc)
3. Decide on the subclass within the media.
4. Decide on media timing.
5. Analyze the location and demographic characteristic of people in the target audience.

6. Other factors to be considered are:
1. Stages in the PLC
 2. Breadth of the target market
 3. Re-purchase cycle
 4. Target market turnover
 5. Message creativity
 6. Product differentiation
 7. Competitor activity
 8. Consumer response

Stages involved in Developing Media Plan:

Media Planning involves the following stages:

1. Market Analysis
2. Establish Media Objectives
3. Develop and Implement the Marketing strategies
4. Evaluation and follow-up.

Problems of Media Planning

The main problems of media planning are:

1. Insufficient Information
2. Inconsistent terminology
3. Time Pressure
4. Difficulty in measuring effectiveness.

Media Scheduling:

Media schedule is a time-bound detail of advertisement with reference to the media selected. It is the calendar of advertisement plan and is concerned with timing the insertion of advertisements in the selected media.

When the advertisement is done throughout the year evenly, it is known as continuity.

When advertisement is done unevenly, it is known as pulsing.

Generally there are six types of schedules. They are:

1. Steady Pulse – Giving ads, every week or every month for the whole year.
2. Seasonal pulse – used for seasonal products.
3. Period Pulse – spaced at regular interval throughout the year.
4. Erratic pulse – Spaced at irregular intervals
5. Start up pulse – to open a new product or new campaign.
6. Promotional pulse - only for particular promotional themes.

Different practices in deployment of media are:

1. Media Concentration starter – using only one media over a long period.
2. Media Wave strategy – using several media for short period.
3. Media Dominance strategy – using a medium till gains hold and then moving to another medium.

Media Scheduling is important for two reasons:

1. Purchase of radio and television time and newspaper and magazine space represent the largest elements of the cost in advertising budget.
2. The success of advertising depends on how each advertisement reaches the target market.

Legal Aspects of Advertising:

A number of institutions and laws are involved in regulating advertising. These are broadly classified into two. (A). Regulation by the Government, (B). Self Regulation by the Industry.

A. Regulation by the Government:

Government through different laws and regulations restrict the advertising in India. These laws can be divided into two categories.

1. Laws applicable to all the industries in the whole country.
2. Laws meant to regulate specific industries.

Laws Applicable to all the Industries:

1. Cable Television Net works (Regulation) Act, 1995

Some of the codes/regulations considered under this act are:

1. All the advertising in the cable service should be designed in conformity with the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.
2. No advertisement shall be permitted which:
 - i. offends any race, caste, colour, creed or nationality or against the constitution of India.
 - ii. Tends to incite people to crime, disorder, violence etc.
 - iii. Exploits national emblem, any part of the constitution, persons, national leader or state leader.
 - iv. Exploits women in any form or promotes social evils like dowry, child marriage etc.
3. No ads shall be religious or political in nature and should not have any religious or political end.
4. The goods and services advertised shall not suffer from any defect or deficiency.
5. Ads should not contain any references to any special or supernatural property in the product.
6. The picture and audible matter of the advertisement should not be excessively 'loud'.
7. No advertisement should endanger the safety of children in any form.
8. Indecent, vulgar and offensive advertisement should be avoided.

2. Consumer Protection Act, 1986:

This applies to advertisement for all products in the market place.

The law mentions seven classes of unfair trade practices in the six subsections of the law. One of these seven classes is "regulation of misleading statements". Some of such statements are:

1. Goods and services are of a particular standard, quality, grade etc.
2. Second hand, renovated or reconditioned good are in fact new goods.

3. That goods have approval, performance and other benefits, which it does not have.
4. That seller or supplier has an affiliation, which he does not have.
5. That goods/services will satisfy a need, which it actually do not satisfy.
6. That goods/services are covered under warranty/guarantee/replace, when there is no reasonable prospect of honoring it.
7. Misleads about price of the product.

It should be noted that consumer courts cannot deal with misleading advertisements. But they can take the following actions.

1. Interim orders to stop such advertisement or pass cease and desist orders.
2. Award compensation to the affected party.
3. Direct the advertiser to issue corrective advertisement.

3. Emblems and Names (Prevention of Improper Use) Act, 1950

The Act prohibits the improper use of name, emblem etc of official organizations, National flag, official seal of the Government etc.

4. Indecent Representation of Women (Prohibition) Act, 1986

This act prohibits indecent representation of women through advertisements, Notices, circulars etc. The term “indecent representation of women” means the depiction in any manner of the figure of a women, her form or body leading to denigrating women, or is likely to corrupt or injure the public morality or morals.

5. Competition Act, 2002

6. Motor Vehicles Act, 1988.

7. Trade and Merchandise Marks Act, 1986.

Law Applicable to Specific Industries:

1. Section 58 of Companies Act, 1986
2. Drugs and Cosmetic Act, 1940
3. Drugs and Magic Remedies Act, 1954
4. Food safety and Standards Act, 2005
5. Prize Competition Act, 1955

Some of the regulatory authorities who have the power to regulate advertising in their domains:

1. Insurance Regulatory Development Authority.
2. Telecom Regulatory Authority of India
3. Securities and Exchange Board of India
4. Reserve Bank of India
5. Medical Council of India.

B. Self Regulation by the Advertising Industry

This is the self regulation devised by advertising industry to show its concern for the interests of the consumers. Some of the agencies involved in self regulation are:

1. Advertising Trade Associations:

a. Advertising Standards Council of India (ASCI)

ASCI is the regulatory body which maintains advertising standards and keeps eye on misleading and dubious advertising.

The Council consists of 14 members from various walks of life and is modeled after the Advertising Authority of UK.

ASCI do not have powers of enforcement but only moral pressure can be given.

Advertising Codes of ASCI:

1. Advertising must be truthful and all claims and descriptions should be substantiated.
2. Claims should quote the source and date of research.
3. Ad should not contain reference to any person, firm etc without prior permission.
4. Advertisement should not distort facts or mislead consumers.
5. Ads should not abused the trust of the consumers or exploit their lack of experience.
6. It should not be offensive and should not promote crime, violence or intolerance.
7. It should in any way cause physical, mental or moral harm to children.
8. It should not propagate the use of banned products.

b. Advertising Agencies Association of India (AAAI)

It is the official national organization of advertising agencies, formed to promote the interest of the advertising agencies. Some of its objectives are:

1. To ensure that advertising is honest and is in good taste.
2. To increase productivity, profitability and to stimulate business and industrial activity.
3. To establish sound business practices between advertisers and advertising agencies.
4. To cooperate with the Government to promote social objectives for nation building.
5. To question advertising that is wasteful and to increase social responsibilities.
6. To assist in education and training programmes especially for the benefit of the young.
7. To build common platform in building and sustaining the prestige of advertising profession.
8. To establish forum for bringing together advertisers, advertising agencies, Media owners and the Government to share to examine problems of mutual interest.
9. To offer effective co-operation and liaison with Government officials.
10. To discuss with Government on different concerns in the field of advertising.

c. Press council of India

d. Prasar Bharati

e. Industrial Media and media groups.

2. Code for Commercial Advertising on Doordarshan:

To code has been formulated in order to promote healthy advertising practices on Doordarshan and the general rules include the following:

1. Advertisement should conform to the laws of the country.
2. No advertisement shall be permitted
 - a. Which are against provisions of the constitutions of India.
 - b. Which induces people to violence, crime etc. or ridicules any race, caste and nationality.
 - c. Which exploits national anthem, constitutions, State or National personality.
 - d. Which violates the constitutional guarantees of the citizens.
 - e. Which promotes drugs, alcohol and other intoxicants.
 - f. No advertisements shall be directed to any religious or political end.
 - g. Any form of advertisement which are not genuine and which misleads others are prohibited.

3. All India Radio Code for Commercial Advertising:

This code is meant for advocating advertising practices that do not dilute the confidence of the listeners in the goods and services advertised. They don't accept advertisements for chit funds, unlicensed employment services, matrimonial agencies, fortune tellers etc.

The AIR code also does not permits:

1. Attack on religions or communities, disrespect to constitutions
2. Anything obscene or defamatory
3. Anything amounting to contempt of court
4. Anything that affects the integrity of president, Governors and Judiciary.
5. Attacks on political parties, criticism of state or the centre and of friendly countries.

Ethical Aspect of Advertising:

It deals with character, norms, morals and ideals.

The ethical aspect influences the efficiency and smoothness with which business can be run.

Ethics enhances quality of life and business as it encourages the concept of fairness.

Many ethical issues arise in advertising.

Unethical advertisement can:

1. Destroy the utility of goods before it becomes useless.
2. It can lead to wastage of national wealth
3. It encourages material in the society
4. It can manipulate consumers to buy things which are not really needed.
5. It can lead to disharmony and dissatisfaction in the family and society.
6. It can corrupt the minds of people especially the youngsters.
7. It can lead to crimes in the society.

The Ethical aspects of advertising deal with the following broad areas:

1. Message Content:

This includes deceptive advertising. This can have different forms:

- i. Misrepresentation or omissions
- ii. Exaggerated claims

- iii. Puffery
- iv. Concealment of Information
- v. Psychological Appeal
- vi. Advertisement directed at Children
- vii. Creating Stereotypes
- viii. Use of sex appeal
- ix. Bait Advertising.

2. Quantum of Advertising :

Two major issues in the quantity or number of advertisement are excessive advertising and intrusion into the privacy of individuals.

- 3. Advertisement of Harmful Products – Even now advertisements for harmful products such as cigarettes, liquor etc continue to find a place in the advertising slot.
- 4. Unwanted influence on Society – Advertisements unnecessarily influence the society. People are becoming more materialistic and losing the moral values. So it needs better monitoring.

Sales Promotion:

It is one of the components of promotion mix and is a short term tool used to stimulate immediate increase in demand. It supplements advertising and facilitates personal selling process.

Sales promotion means tools and techniques used to promote sales.

American Marketing Association – “Sales promotion refers to those activities other than personal selling advertisement and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, shows and exhibitions, demonstrations and various other non-recurrent selling efforts in ordinary routine”.

Objectives of Sales Promotion:

- 1. To increase the sale of goods and services
- 2. To attract new customers and stimulate demand for the products
- 3. To introduce new products quickly
- 4. To improve the market share
- 5. To stabilize fluctuating sales
- 6. To meet the competitor of other firms.
- 7. To motivate dealers to stock and sell more and the sales force to achieve higher sales.
- 8. To supplement advertising, personal selling and publicity.

Nature (Features) of Sales Promotion:

Some of features of Sales Promotion are:

- 1. Short run Impact – The impact of sales promotion is short run.
- 2. Diversity – Sales promotion tools are varied and diverse (Discount, samples, premium)

3. Incentive – Gives immediate and direct benefit to the customers
4. Strong Appeal – It gives strong appeal directly to the people which induce them to purchase.
5. Quick Response – It generate immediate sales.
6. Supportive Role – Sales promotion supports advertising and personal selling.

Advantages of Sales Promotion:

Sales promotion makes an immediate effect on the sales. It is not an expenditure, but an investment.

Advantages to Manufacturers:

1. Promote sales and helps in creating demand for new products
2. Helps in getting new customers and retaining the existing customers.
3. Leads to large scale production and decrease in the production cost
4. It is encouraging and stimulating the middle men to increase the sale
5. It helps in facing the competition successfully and enhancing the good will of the firm.

Advantages to the Middlemen:

1. Helps in the better sale of the product.
2. Enhances the good will and profit of the middlemen.
3. Simplifies the work of middlemen.

Advantages to Consumers:

1. Gives knowledge about the new product in the market
2. Gives information regarding the new uses of existing products
3. Improves the standard of the living of consumers
4. Gets many cash and non cash incentives to consumers.
5. Opportunity for the consumers to participate in different competitions
6. It is a source to educate the consumers.

Limitation of Sales Promotion:

1. It is only a short term activity and so has only short term effects
2. Sales promotion alone cannot produce the desired effects
3. Too much sales promotion may negatively affect the brand image.
4. The discounts need not be real – especially after the increase in the price of the product.
5. Sales promotion techniques are non-recurring in their use.
6. Customers expect sales promotion at all times
7. Wholesalers and retailers don not always deliver their promises when given incentives.

Advertising and Sales Promotion:

The main differences between Advertising and Sales Promotion are:

Advertising	Sales Promotion
1. Offers the consumer a reason to buy	1. Offers an incentive to buy
2. Costly and to measure the effect is not easy	2. Cheaper and easier to measure the effect
3. Aim is to attract the final consumers	3. Aims at attracting consumers, wholesalers and retailers.
4. Attempts to create brand image	4. Attempts to get quick sale or induce trial
5. Appeals are emotional	5. Appeals are rational

6. Effective in the long run	6. Effective in the short run
7. Indirect approach	7. Direct approach
8. Part of sales promotion	8. Includes advertising
9. It is a pull strategy	9. It is a push strategy

Kinds of Sales Promotion:

Sales promotion can be aimed at consumers, dealers or Company's Sales employees. Thus there can be three types of sale promotion. They are:

A. Consumer Promotion:

These include activities undertaken to induce or stimulate consumers to buy more. Some of the promotion schemes are:

1. Samples
2. Coupons
3. Rebates
4. Money Refund Offers
5. Premium Offer – It can be of different types
 - i. Direct Premium – Here the gift item is packed with the product itself. eg. spoons, cups etc.
 - ii. A reusable container – Here the package itself serve as a gift.
 - iii. Free in mail Premium – Free gift is sent to the consumers by post.
 - iv. Self –liquidating Premium – Giving another product at a concessional rate.
 - v. Trading Stamps - These stamps are redeemable at the stamp redemption center.
6. Price packs
7. Buy-Back Allowance
8. Free trials
9. Prizes
10. Demonstrations
11. Consumer Contests
12. Sweepstakes
13. Exhibitions and Trade Fairs
14. Buy one, get one free
15. Frequency Programmes
16. Patronage Reward

B. Trade Promotion

Success in sales needs the co-operation of the middlemen like wholesalers and retailers. For this manufactures use number of activities. These activities are known as dealer sales promotion or trade promotion. Some of such activities are:

1. Price deals
2. Free goods
3. Advertising materials
4. Trade allowance

- i. Buying allowance
- ii. Promotional Allowance
- iii. Slotting Allowance
5. Speciality Advertising
6. Dealer Contests
7. Sales training Programmes
8. Trade Shows
9. Co-operative Advertising

C. Sales Force Promotion:

This includes activities which induce and motivate sales persons. The various schemes used for sales force promotion are:

1. Bonus to Sales Force
2. Sales Force Contests
3. Sales Meetings, conventions and conferences
4. Character Merchandising

Personal Selling:

It is another important element of marketing mix and one of the oldest methods of business promotion.

This method makes use of personal communication to influence the potential consumers. The increase in competition and the complexity of products has increased the importance of personal selling.

Producers of technical products and industrial products depend heavily on personal selling.

Definitions:

American Marketing Association – “personal selling is the oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales”.

White Head – “It is an art of presenting an offering that the prospect appreciates the need for it and that a mutually satisfactory sales follows”.

It is the process of contacting the prospective buyers personally and persuading them to buy the products.

Objectives of Personal Selling:

1. To serve the needs of existing customers
2. To search out and obtain new customers
3. To inform the customers about changes in the product line.
4. To secure customer’s better co-operation
5. To assist the dealers in selling the product
6. To give technical advice and assistance to the middlemen and consumers.
7. To secure, retain and improve market share and increase the volume of sales.

Features of Personal Selling:

Some of the features of personal selling are:

1. It is one of the oldest form of selling method
2. It involves persuasion of customers to buy goods and services
3. It establishes direct personal contact between buyers and sellers
4. It help the customers to buy the goods intelligently
5. It is an educative process as it provides proper information to the consumers
6. It is one of the most effective tools for increasing the sale.
7. It promotes the interest of both the seller and the buyer.
8. It helps the salesperson to study the consumer behavior, expectations etc in a better way.
9. It is an **AIDAS** formula for Selling (Attracts **A**ttention of the consumer, Creates **i**nterest in the product, stimulates **D**esire to know the product and, persuasion to **A**ct or buy the product and helps to obtain **S**atisfaction.)

Difference between Advertising and Personal Selling:

Advertising	Personal Selling
<ol style="list-style-type: none"> 1. No personal contact 2. Directed to Mass Audience 3. Less Effective 4. It gives a pull effect 5. One way communication 6. Not flexible 7. Printed Salesmanship 8. Done with the help of external agency 	<ol style="list-style-type: none"> 1. Personal contact with salesman 2. Directed to the person or the individual 3. More effective 4. Push effect 5. Two way communication 6. Flexible 7. Oral advertising. 8. Arranged by the firm/Company

Merits of Personal Selling:

1. Helps to identify the prospective customers
2. Enables to know the need and behavior pattern of the customers
3. Helps to solve the objections from the part of the consumers
4. Enables the sellers to educate the customers about the product and its features
5. Helps to establish personal relationship with the customers

Demerits of Personal Selling:

1. It is a costly promotional tool
2. It is difficult to find out and employ personnel with required skills and abilities
3. Unnecessary persuasion can irritate the consumers.

Salesmanship

It is the process of assisting and persuading a prospective customer to buy a commodity or a product.

According to National Association of Marketing Teachers of America, “Salesmanship is the ability to persuade people to buy goods or services at a profit to the seller and with benefit to the buyer”.

According to Robert Stevenson, “Anyone who sells a product, service or an idea is a salesperson”.

Difference between Personal Selling and Salesmanship:

Personal Selling	Salesmanship
<ol style="list-style-type: none"> 1. It is a way of practicing salesmanship 2. It is using personal contact for selling products 3. Personal selling uses several forms to sell the product. 	<ol style="list-style-type: none"> 1. Salesmanship is the ability and the skill employed in personal selling. 2. Salesmanship includes all activities undertaken to induce people to buy product/services 3. It is a broader concept

Steps in Personal Selling Process:

Personal selling involves identifying a prospective customers and converting him into a buyer. It is a process of communication between the salesman and the prospective buyer. Some of the steps involved in personal selling are:

1. **Pre-sale preparation:** The first step in personal selling is the selection, training and motivation of salespersons.
2. **Prospecting:** It refers to locating or searching out prospective buyers who have the need for the product and the ability to buy it.
3. **Approaching:** Before calling on the prospects, the salesperson should fully learn their number, needs, habits, spending capacity, motives, etc. Such knowledge helps in selecting the right sales appeal. Some of the types of approaches are: Cashing of brand name, Customer benefit approach, Innovative product approach, Premium (small gifts) approach, Shock (highlighting the uncertainties) approach, interactive approach, Survey approach etc.
4. **Presentation:** This means the salesperson presenting the product and describing its features in brief. Prior to presentation the Sales person is to do some preliminary work which is known as pre – approach. This is termed as RAIDCA (Reception, Attention, Interest, Desire, Conviction and Action) approach.
5. **Demonstration:** In order to maintain customer's interest and to arouse his/her desire, the sales-person must display and demonstrate the product.
6. **Handling objections:** A sale cannot be achieved simply by creating interest and desire. Every customer wants to make the best bargain for the money he is spending. Presentation and demonstration of the products are likely to create doubts and questions in the mind of the consumer. The salesman should clear all doubts and objections without entering into a controversy.
7. **Closing the sale:** This is the climax or critical point in the personal selling process. Completing the sale seems to be an easy task but inappropriate handling of the customer can result in loss of sale. The salesman should not force the deal but let the customer feel that he has made the final decision. He should guide the customer in making the choice without imposing his own views. Some adjustment in price or other concession may sometimes be necessary for a successful closing.

8. **Post-sale follow-up:** It refers to the activities undertaken to ensure that the customer is satisfied with the article and the firm. These activities include installation of the products, checking and ensuring its smooth performance, maintenance and after-sale service.

Qualities of a Good Salesman:

Some of the qualities needed for a good salesman are

1. Sound health – Lot of work and travelling which demands good health
2. Good appearance – neatly dressed, pleasant in appearance, should create good impression
3. Pleasing Voice – should use voice that is pleasing and attractive to the consumers
4. Ambition – to achieve high target of sales
5. Self- Confidence – This will make him/her to meet any demanding situation
6. Enthusiasm – This makes salesmen pleasant and cheerful
7. Imagination – It is a process of visualizing the future. He should foresee the future and should present it properly to the consumers.
8. Initiative – It is the ability to plan and do things for oneself without force from others.
9. Curtsey – should be polite in his dealings, words and manners
10. Tactfulness – It is the ability to do the right thing at the right time without hurting others.
11. Creativeness – This will make salesman very dynamic
12. Determination – It is the will to work again and again till success is achieved.
13. Honesty – He should be honest and should not make false representations.
14. Loyalty – He should be sincere both with his employer and customers.
15. Cheerfulness - This can make the customers at ease and make them a client
16. Courage – this enables the salesman to face dangerous situation without fear. This is needed to face new customers and new situations.
17. Friendliness – He should establish friendly relationship with the customers.
18. Knowledge of the Product – thorough knowledge of the product is needed to present it properly.
19. Focused: Doesn't get sidetracked; knows the final destination
20. Driven: Has a sense of urgency and a need to accomplish the task at hand.

Duties and Responsibilities of Salesperson:

According to Scheme and Smith a salesperson wears many hats – information gatherer, problem solver, an influencer, coordinator, a repair person.....Some of the duties of a Salesperson are:

1. Gives advice about the product, meets the customers and takes order.
2. Demonstrates the products and induces the customer to buy the products.
3. Prepares and send the daily, weekly, monthly reports to the company.
4. Collects the bills and attend to the complaints of the customers.
5. Attend the sales meetings and develop goodwill for the firm.
6. Maintains good relationship with the customers.

Importance of Salesmanship (Personal Selling)

Any organization has existence only because its products are sold and so sales person has an important role in any firm or business.

Importance of Manufactures:

1. Gets better profit due to increased sales.
2. They work as eyes and ears of the manufactures to get the opinion of the customers.
3. Helps in demand creation and facilitates quick sales.
4. Increases the goodwill of the firm.

Importance to Consumers:

1. Gives information about the new products in the market.
2. Helps in selecting the best goods suited to their tastes.
3. Educates and guides the consumers in the task of purchase.
4. Act as a friend and guide to the customers.

Importance to Society:

1. Increases employment opportunities, income and welfare of the community.
2. By selling luxurious and comfortable goods, increases the standard of the society.
3. Gives attractive career to large number of youngsters.

Public Relations:

Public reactions refer to maintaining good relationship with the company and the public.

Public relations (PR) are the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

Basically there are four groups of public – Customers, Shareholders, Employees and the Community. The marketer should establish relation with all these groups.

Definitions:

Edward Louis – “Public relations are an attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution.

UK institute of Public relations – It is deliberately planned and sustained effort to establish and maintain mutual understanding between organization and its public.

William Stanton – It is a management tool designed to favorably influence the attitudes towards an organization, its products and its policies.

Objectives of Public Relations

Some of the objectives of Public relations are:

1. To promote products, idea, organizations
2. To build credibility and image of the product and the company.
3. To reduce promotional cost
4. To motive and help distributors and sales force to sell the product.
5. To gain support of the public and to overcome the negative publicity
6. To influence the attitudes, behavior and opinions of the people towards organization.

Features of Public Relations:

1. It is a management function which involves planning and sustained effort.
2. It needs two way communications between the company and the public groups.
3. It is process of creating favorable image of the company among the public.
4. It has more credibility than advertisement
5. The term is very broad and involves many things like publicity, advertisement, promotion etc.

Advantages of Public Relations:

1. Creates and maintains a favorable image of the company and the product among the public.
2. Increases the reputation and status of the company.
3. It helps in crisis management
4. It is more credible than advertisement
5. Help the company to have good relation with the different public groups.
6. Safeguards the company from the attacks and false rumors from competitors or opponents.
7. Inspires employees to contribute their maximum for the company
8. Increases the turnover and profit of the company
9. Helps in the introduction of new products.
10. Provides employment to the people.

Major Tools in Public Relations: (Public relation Mix)

Public relation is a continuous process of building and maintaining corporate image. Several tools are used to achieve the goals of public relations. Some of the tools used are:

1. New Release
2. Press Conference
3. Audio-Visual Materials
4. Feature Articles
5. Speeches
6. Meetings
7. Brochures
8. Direct Mail
9. Company Website
10. Special Events
11. Contribution to social service activities
12. Exclusive Stories
13. Social Networking

Philip Colter has coined a term called **PENCILS** of Public Relations (P- Publications, E – Events, N – News, C- Community involvement, I – Identity, L- Lobbing and S – Social investment).

Publicity:

It is the favorable news about a company and its products appearing in different media.

It is a planned way of presenting information about a company and its products.

“Non-personal stimulation of demand for the product or service, or business unit by placing commercially significant news about it in public medium or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor” (Philip Kotler).

Features of Publicity:

1. It reaches large number of people through mass media like newspaper, radio, TV etc.
2. It contains important message about the company and its products.
3. Normally publicity message is not sponsored by anyone and is not paid for.
4. It reinforces favorable impression about the company and the products.

Importance of Publicity:

Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity offers a lot of benefits to the producers and distributors.

Importance of publicity can be made clear from the below stated points:

1. Publicity is an effective medium to disseminate messages to the mass with more credibility
2. The credibility level of publicity is much higher than advertising and other means of market promotion.
3. It provides more information as the valuable information is free from space and time constraints.
4. The firm is not required to pay for publicity.
5. It is part of public relations. It is free from exaggeration; it carries more factual information about company.
6. Generally, publicity covers varied information. It normally involves name of company, its goods and services, history, outstanding achievements, and other similar issues.
7. Publicity directly helps middlemen and sale persons. Their tasks become easy
8. It is suitable to those companies which cannot afford expensive ways to promote the product.
9. Publicity increases credit or fame of the company. Publicity on company's assistance in relief operations during flood, earthquake etc., highlights its name and social contribution in mass media.
10. It can be used by non-commercial organizations like, hospitals, social and missionary organizations etc.

Objectives of Publicity:

The most common objectives of publicity have been discussed in brief as under:

- 1. Building Corporate Image:** Through publicity, a company can build or improve its corporate image

2. Economy: It is a cost saving medium. Here, a company is not required to pay for message preparation, buying space and time, etc. The cost involved is much lower than other means of market promotion.

3. Assisting Middlemen and Salesmen: Publicity can help middlemen and salesmen in performing the sales-related activities successfully.

4. Information with High Credibility: Sometimes, publicity is targeted to disseminate information more reliably. Customers assign more value to information via publicity than by the advertisement.

5. Removing Misunderstanding or Bad Image: Company can defend the product that has encountered public problems. In many cases, publicity is aimed at removing misunderstanding or bad impression.

6. Building Interest on Product Categories: Publicity attracts attention of buyers. Due to more trusted news, people build interest in various products and activities.

7. Newsworthiness Information: Publicity publicizes the fact in interesting ways. Publicity is eye-catching in nature. People do not skip the news presented by publicity.

Difference between Publicity and Public Relations

Publicity	Public Relations
1. Short term strategy	1. Long term strategy
2. It can be positive or negative	2. It is normally positive
3. It is cost free/less expensive	3. It involves expense
4. It is part of public relations	4. It includes publicity and other tools.
5. It is mainly through press releases.	5. It uses sponsored even to achieve the purpose
6. It is presentation of favorable news	6. It is building of favorable corporate image

Difference between Publicity and Advertising

Publicity	Advertising
1. No sponsor	1. Normally there is a sponsor
2. No payment is needed	2. It is paid for by the sponsor
3. Company has no control over publicity message	3. Company has control over advertisement
4. Has more credibility than advertisement	4. Less credible

Conclusion

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

The five elements of promotional plan are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget. It is through proper promotion that the marketer achieves maximum profits and establishes a position for his/her products in the market.