

EMERGING TRENDS IN ADVERTISING AND ITS IMPACT ON RURAL AREAS

Dr Mamta vyas

Abstract: Advertising is a vital component in marketing efforts. Trends in advertising are changing overtime. The competition is going tough day by day. Industrialist is trying to find out more effective way to reach the target consumer. This paper tries to capture the changing face of advertising in international market and its implication on Indian advertising. Having recognized the growing importance of advertising, this study examines message framing, vividness effects, media, ethics and celebrity endorsement etc to explore when and how advertisements could effect and increase the poverty in rural areas. This research is useful for government & industrialist.

Key Words : Rural Advertising ,Rural Media , Ethics , message forming ,

INTRODUCTION

Advertising is an integral part of trade. In simple words, advertising is a form of mass communication. It is estimated that an average person is exposed to more than 800 advertisements every day. He is bombarded with messages through an expanding variety of media. Commercial advertisers often seek to generate increased consumption of their products or services through branding.

BRIEF HISTORY OF ADVERTISING

Egyptians used papyrus to make sales messages and wall posters. Commercial message and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out of-home advertising and billboards are the oldest forms of advertising. As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising. In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney Palmer established a predecessor to advertising agencies in Boston. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son

was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia. The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages and various innovations utilizing social network services such as MySpace.

EMERGING TRENDS IN ADVERTISING

The cost of making any products and services available to potential markets around the world, & the increasing pressure of domestic competition have created the problem for industrialist. With the dawn of the Internet came many new advertising opportunities. Popup, Flash banner, Popunder, advergaming and email advertisements (the last often being a form of spam) are now commonplace. In the last three quarters of 2009 mobile and internet advertising grew by 18.1% and 9.2% respectively. Older media advertising saw declines: -10.1% (TV), -11.7% (radio), -14.8% (magazines) and -18.7% (newspapers). Social networking websites and applications such as blogs, MSN messenger, MySpace and Facebook. Ironically, even as technology continues to evolve at an unbelievable pace, one of the most traditional forms of advertisement (word of mouth) is being revived by the technological revolution. Applications such as Squidoo and Joomla are putting social networking applications at the fingertips of

everyday people with no IT or programming experience. The advent of Google Adsense and AdWord also reflect the trend of businesses advertising through Internet traffic and social networks. Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. In the realm of advertising agencies continued industry diversification has seen observers note that big global clients don't need big global agencies any more. This trend is reflected by the growth of non-traditional agencies in various global markets, such as Canadian business TAXI and SMART in Australia and has been referred to as "a revolution in the ad world". In freelance advertising, companies hold public competitions to create ads for their product, the best one of which is chosen for widespread distribution with a prize given to the winner(s). During the 2007 Super Bowl, PepsiCo held such a contest for the creation of a 30-second television ad for the Doritos brand of chips, offering a cash prize to the winner. Chevrolet held a similar competition for their Tahoe line of SUVs. This type of advertising, however, is still in its infancy.

ADVERTISING MEDIA

There are number of media open for industrialist, in India. Following graph shows below.

- Ø print media = news papers + magazines
- Ø outdoor media= posters, painting , display or mental sign ,neon sign ,traveling display ,van ad banners, railway station, sky writing ,sandwich men.
- Ø broadcast media= radio, television, advertising films, slides. video advertising, cable tv., & tv programs
- Ø internet media= world wide web home page, banner ads, pop-up ads -mail communication, skyscrapers, sponsorships, interstitials, push technologies, links etc.
- Ø Direct mail advertising= postcards, sales letters, circulars, stuffers, folders , broadsides, catalogues& booklets, house organs, package inserts.
- Ø Novelties advertising=gifts& promotional messages, +dealers aids ,& promotional advertising = window display, interior display , in store commercials , counter display, display stands& racks, show-room, exhibitions, trade fairs, samples.

- Ø miscellaneous media= loud speakers, directories, souvenir booklets, programmer advertising trolleys etc .



IMPACT ON RURAL AREAS

In India, consumer is very sensitive towards advertising especially in rural areas. Effective advertising begins by engaging in competent advertising research. This research helps in identify the advertising media for the consumer so that he is positively responding to a given product.

METHODOLOGY

The study was exploratory in nature & the purpose was to understand the impact of advertisements on rural population.

SAMPLE

The respondent were taken from Dewas District .They are small farmers, marginal farmers, agricultural lab ours ,rural artisans and others including service class and small business men. The group includes scheduled caste and scheduled tribes, women teenagers and young & old persons. Two hundred responded from each village were selected using purposive sampling techniques to form sample. Thus the total sample size was 1000.

Tools- simple percentage method to analysis the Data,

DATA ANALYSIS

Description tools like percentages tabulation were used to analysis the data.

Table :Effect Of Advertisement On Consumer Different Region

S.NO	STATES	EFFECT OF ADVERTIZEMENT IN PERCENTAGE
1	Andhra Pradesh	56
2	Arunachal	58
3	Assam	62
4	Bihar	76
5	Chhattisgarh	38
6	Goa	34
7	Gujrat	24
8	Haryana	32
9	Himachal Pradesh	67
10	Jammu And Kashmir	42
11	Jharkhand	73
12	Karnataka	54
13	Kerala	50
14	Madhya Pradesh	82
15	Maharashtra	76
16	Manipur	76
17	Meghalaya	64
18	Mizoram	35
19	Nagaland	38
20	Orissa	64
21	Punjab	57
22	Rajasthan	82
23	Sikkim	34
24	Tripura	41
25	Tamil Nadu	58
26	Uttar Pradesh	94
27	Uttarakhand	69
28	Westbengal	59

Majority of respondent different states effect their purchasing power & saving by advertisement . UTTAR PRADESH, Madhya Pradesh, Maharashtra Rajasthan are main states which are totally impact of media and glamour.

EFFECT OF ADVERTISEMENT ON CONSUMER OF DEWAS REGION

Indore is a district of Madhya Pradesh state in central India. The district derived it's name from the city of Indore,which serves as its administrative headquarters.. Dewas was formerly the capital of not one but two princely states of British India. The original state was founded in the first half of the 18th century by the brothers Tukaji Rao (senior) and Jivaji Rao (junior), from the Pawar clan of Marathas who advanced into Malwa with the Maratha Peshwa Baji Rao in 1728. The brothers divided the territory among themselves; their descendants ruled as the senior and junior branches of the family. After 1841,

each branch ruled his own portion as a separate state, though the lands belonging to each were so intimately entangled, that even in Dewas, the capital town, the two sides of the main street were under different administrations and had different arrangements for water supply and lighting. The senior branch had an area of 446 sq. mete. and a population of in 62,312 in 1901, while the area of the junior branch was 440 sq. mi. and had a population of 54,904 in 1901. Both.

RESULTS & DISCUSSTION

The respondent feels that the subject matter of advertisement is so appealing that it created environment, which forces them to unbalance their expenditures. The home budget fails & suffer by loosing their land other property . They admit that advertisement created glamour life style their by , people are dissatisfied with their status. Now their demand are expanding but income is decreasing

RESULT = POVERTY IN RURAL AREAS WHAT APPEALS IN ADVERTISEMENT?**Table -2 TYPES OF APPEALS IN ADVERTISEMENT**

S.NO	APPEALS	IMPACT IN PERCENTAGES
1	EMOTIONAL APPEAL	76 % WOMEN 24% YOUTH
2	COMFORT APPEAL	82 % YOUTH 18% MEN
3	COMPARISON APPEAL	54% WOMEN 62% CHILDREN
4	BEAUTY APPEAL	62% WOMEN 82% MEN
5	HARD SELL APPEAL	28% YOUTH
6	TEASER APPEAL	59% YOUTH 64% CHILDREN 18% OLD
7	TRANSFORMATIONAL APPEAL	59% YOUTH 84% CHILDREN
8	HEALTH APPEAL	35% YOUTH 79% OLD
9	FASHION APPEAL	92% YOUTH 08 % CHILDREN
10	CELEBRITY ENDORSEMENT	50% WOMEN 50 %MEN
11	SEX APPEAL	75% OLD 25% YOUTH
12	MODERN PRODUCT APPEAL	32% WOMEN 68% MEN

The respondent feels that this appeal in advertisement created Demand for all i.e. youth, children and old persons. Advertisement work as catalyst and people are forced to buy the product . Advertising can have adverse effects on the minds of the people who see it. In an advertisement the company is showing only the advantages of its products or services Children and adolescents especially get deeply affected by the advertisements. They like to measure up to their peer group and feel pressurized by the images that they see on screen. When a textile company advertises the latest fashions and novelties in the market, every teenager wants to try out the new styles and look as good as the perfect individuals who have been wearing the new styles. This hope of reaching perfection is present in every individual and all advertisers aim to have this effect of perfection for all its consumers. It could be toothpaste or a deodorant, and that is how advertising connects the products with the preferred emotions like popularity and happiness. This result poverty in the country.

ETHICS IN ADVERTISEMENT

Advertisement is simply a public notice meant to convey information and invite patronage or some other response. In the competition to attract ever

larger audiences and deliver them to advertisers, communicators can find themselves tempted — in fact pressured, subtly or not so subtly — to set aside high artistic and moral standards and lapse into superficiality, tawdriness and moral squalor. Today, too, some advertisers consciously seek to shock and titillate by exploiting content of a morbid, perverse, pornographic nature. In cases of the second sort, advertising sometimes is used to promote products and inculcate attitudes and forms of behavior contrary to moral norms The present scenario the advertisement lacks advocacy, accuracy & acquisitiveness.

Message Forming

Most of advertisings arouse emotion, instigate feelings and induce desires of consumer and compel them to buy irrationally .Firms mostly misrepresent advertised demonstration, picture, experiment to prove any material feature of a product. They use confused phrases to present only information that is favorable to their position and exploit the consumer by symbolic tone of advertising message. Some advertiser use double standards, which lead to poverty in the country

Celebrity Endorsement :

Marketers overtly acknowledge the power of celebrities in influencing consumer-purchasing

decisions... This terminology pertains to the issue of a celebrity overshadowing the brand. If there is no congruency between the celebrity and the brand, then the audience will remember the celebrity and not the brand. Celebrities are involved in advertising since the late 19th century one of the first sports endorsements in India was of cricketer turned model Farokh for Bryceen. Then there was a spurt of advertisements with celebrities like Tabassum (prestige cooker), Jalal Agha (Pan Parag), et al. From television to film personalities using cricketers to endorse products was a natural progression. One of the companies having maximum number of celebrities endorsing their brands is Pepsi Soft Drinks Company. Pepsi has a vast number of celebrities from Amitabh Bachchan to Shah Rukh Khan. If the celebrity represents the values that conflicts with values of brand the advertising would create conflict in the minds of target audience.

CONCLUSION

The advertising industry, although a few centuries old, has grown by leaps and bounds since the industrial revolution, but more specifically in the current century. Advertising effects the minds of

people.. It is extremely important for parents to inculcate a feeling of high self esteem in their children, so that they can see the advertisements as a part of the commercial world.. Advertiser should not use Indecent, vulgar, suggestive, repulsive or offensive in theme or treatment to attract the consumer. The rural people mostly attracted by vividness effect present in advertising theme. It is the social responsibility of government and industrialist that advertisement should not be used to exploit the rural people financial but should be used in improving the life of rural people.

REFERENCES

- C. L. Bovee & W. F. Alens (1982) *The Contemporary Advertising*. R. D. Irwin, Inc. Homewood Illinois.
- Sandage C. H. and Fryburger Vermon, *Advertising Theory and Practice*, Richard D. Irwin Inc. Homewood, Illinois.
- White, Roderick (1993) *Advertising: What it is and how do it*, 3rd edn, new york: McGraw hill
- W. H. Bolen & W. f. Alens (1981), *Advertising* John Wiley& Sons, N. Y.



Dr (Ms) Mamta Vyas,
Professor Of Marketing Management
Sri Aurobindo Institute Of Management & Science
Davv Indore
76, Indrapuri Colony Indore
dr.mamtasm @ rediffmail.com