

Best Advertising Media for Consumer Package Products- with Special Reference to Shampoos in Rural Perspectives

Neeta Sharma¹, Sudha Rani²

^{1,2}Student of M.Phil., Department of Commerce, MDU, Rohtak, Haryana

Abstract: Advertising media or best advertising media helps the advertiser to introduce a new product, to increase the use or sales of existing product, to meet the competition and to survive in the market. Advertising is a non-personal form of promotion mix for that very huge amount is paid by the sponsors. Advertising media is the channel or method by which advertisements are done. Advertising media plays an important role in boosting the products sale. There are various types of advertising media such as T.V., Newspapers, Friends, Family, Radio, Internet, etc.

INTRODUCTION

Advertising is a type of marketing communication used to attract the target audience to take or continue some action, generally with respect to a commercial offering, or political or ideological support. In Latin, ad vertere means "to turn toward".^[1] The aim of advertising may also be to reassure workers or shareholders that a company is viable or successful. Advertising messages are generally paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. Commercial advertisers often try to generate increased consumption of their goods and services through "branding", which involves associating a product name or image with certain qualities in the minds of customers. Non-commercial advertisers who give money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may rely on free modes of attraction, such as a public service announcement (PSA). Modern advertising was generated with the innovative techniques introduced with tobacco advertising in the 1920s, most nearly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising. In 2010, spending on advertising was estimated at \$143 billion in the United States and \$467 billion worldwide.

HISTORY

Egyptians were used papyrus for making sales messages and wall posters. Wall or rock painting for commercial advertising is another form of an ancient advertising form, which is present to this day in many countries. In ancient China, the earliest advertising known was oral to sell candy. In the 18th century advertisements started with presenting weekly newspapers in England. These types of print advertisements were used mainly to promote books and newspapers.

19th century

Thomas J. Barratt from London has been called "the father of modern advertising". Working for the Pears Soap company, Barratt created an attractive advertising campaign for the company products, by using targeted slogans, images and phrases.

20th century

In the 1910s and 1920s, advertisers in the U.S. believed that human instincts could be targeted and harnessed – "sublimated" into the desire to purchase commodities. Edward Bernays, a nephew of Sigmund Freud, connected with the method and is now often considered the founder of modern advertising.

Influence of early psychology

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed applied psychological theory in the area of advertising. Here the focus was on the basic emotions of the consumer: love, hate, and fear. This type of advertising proved to be most effective as it suited the changing social context which result more influence of future advertising strategy and cemented the place of psychology in advertising.

On the radio from the 1920s

In the early 1920s, the first radio stations were established by radio equipment producers and retailers who offered programs for selling more radios to consumers. As time passed, many non-profit organizations set their own radio stations, and included: schools, clubs and civic groups.

Public service advertising in WW2

The advertising methods used to promote goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation. Public service advertising increased a lot of during World War I and World War II under the direction of more than one government

Commercial television in the 1950s

The advertisements were carried over to commercial television in the late 1940s and early 1950s. In the early 1950s, the DuMont Television Network started the modern technique of selling advertisement time to multiple sponsors..

Media diversification in the 1960s

In the 1960s, heavy spending in advertisements in different mass media channels became more prominent.

Cable television from the 1980s

The late 1980s and early 1990s saw the generation of cable television and particularly MTV. As cable and satellite television became mostly prevalent, specialty channels started, including channels entirely devoted to advertising.

On the Internet from the 1990s

At the turn of the 21st century, many websites, including the search engine Google, started a change in online advertising by emphasizing on relevant ads based on an individual's browsing interests.

ADVERTISING THEORY

Hierarchy-of-effects models

Various competing models of hierarchies of effects had given by various authors from time to time.

- The model of Clow and Baack explains the objectives of an advertising campaign and for each individual advertisement. The model explains six steps a customer moves through when making a purchase:
 1. Awareness
 2. Knowledge
 3. Liking
 4. Preference
 5. Conviction
 6. Purchase

- Means-End Theory suggests that an advertisement should contain a message or means that leads the buyers to a desired end-state.
- Leverage Points aim to move the buyers from understanding a product's benefits to linking those benefits with personal values.

Marketing mix

The marketing mix has been an important concept to advertising, it was proposed by professor E. Jerome McCarthy in the 1960s. The marketing mix includes of four basic elements called the four P's. Product is the first P which presents the actual product. Price presents the method of determining the value of a product. Place represents the mediums of getting the product to the consumer such as distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and persuade them to buy the product.

TYPES OF ADVERTISING

Any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, web popups, skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, sides of buses, banners attached to or sides of airplanes etc.

Television advertising / Music in advertising

The television commercial is normally considered the most effective mass-market advertising format, as is affected by the high prices television networks charge for commercial airtime during popular events.

Infomercials

An infomercial includes a long-format television commercial, typically five minutes or longer. The main objectives in an infomercial are to create an impulse purchase, so that the target sees the presentation and then immediately purchase the product through the advertised toll-free telephone number or website.

Radio advertising

Radio advertising is a form of advertising by the medium of radio. Airtime is purchased from a station or network by the commercials..

Online advertising

Online advertising is a type of promotion that uses the Internet and World Wide Web for the purpose of delivering marketing messages to attract customers.

New media

Technological development and economic globalization started the emergence of new communication channels and new techniques of commercial messaging.

Product placements

Covert advertising is when a product or brand is shown in entertainment and media. For example, in a film, the main character can use a product or other of a definite brand.

Press advertising

Press advertising explains advertising in a printed medium such as a newspaper, magazine, or trade journal.

Billboard advertising

Billboards are large structures located in public places which show the advertisements to passing persons. Most often, they are located on main roads with a large amount of passing motor and traffic.

Mobile billboard advertising

Mobile billboards are generally vehicle contained billboards or digital screens. These can be on dedicated vehicles made solely for carrying advertisements along routes preselected by commercials.

In-store advertising

In-store advertising is any type of advertisement which placed in a retail store.

Coffee cup advertising

Coffee cup advertising is any type of advertisement which placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop.

Street advertising

This type of advertising first came to importance in the UK by Street Advertising Services to create outdoor advertising on street furniture.

Sheltered Outdoor Advertising

This type of advertising created the possibility of combining outdoor with indoor advertisement by placing large mobile, structures in public places on temporary bases.

Celebrity branding

This type of advertising emphasising upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.

customer-generated advertising.

This includes the getting of customers to generate advertising through blogs, websites, wikis and forums, for some kind of payment.

Aerial advertising

Using aircraft, balloons or airships to express or display advertising media. Skywriting is a good example.

PURPOSE OF ADVERTISING

The objectives of advertising are to motivate customers that a company's services or products enhance the image of the company.

Sales promotions

Sales promotions are another type to advertise. Sales promotions are double purposed because they are used to gather information about the customers and where they are, and to jumpstart sales. Sales promotions involves things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts.

Rise in new media

With the Internet came many new advertising opportunities. Popup, Flash, banner, Pop under, advergaming, and email advertisements) are now prevailed. In the last three-quarters of 2009 mobile and internet advertising increase by 18% and 9% respectively. Older media advertising decreases: -10.1% (TV), -11.7% (radio), -14.8% (magazines) and -18.7% (newspapers).

Niche marketing

Another significant trend connected with the future of advertising is the growing importance of the niche market using niche or targeted ads. These advertisements are targeted to a specific group and can be seen by anyone wishing to find out more about a particular business or practice at any time, right from their home.

Crowd sourcing

The concept of crowd sourcing has given the way of user-generated advertisements. User-generated ads are made by people, as opposed to an advertising agency or the company themselves, often resulting advertising competitions.

Global advertising

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. Advertising research is key to determining the success of an ad in any country or region.

Advertising education

Advertising education has become more popular with bachelor, master and doctorate degrees becoming available in the emphasis. A unique model for studying advertising is the student-run advertising agency, where advertising students create campaigns for real companies.

Criticism

While advertising can be seen as necessary for a country's growth, it is not without social costs. Unsolicited commercial e-mail and other type of spam have become so prevalent as to have become difficult to users of these services, as well as being a financial burden on internet service providers. In addition, advertising frequently gives the psychological pressure.

Regulation

There have been continually efforts to protect the public interest by regulating the content and the influence of advertising.

Advertising research

Advertising research is a specialized form of research that works to increase the effectiveness and efficiency of advertising. It includes the numerous forms of research which employ different methodologies. Advertising research involves pre-testing (also known as copy testing) and post-testing of ads and/or campaigns.

FMCGs / CPGs

(Fast Moving Consumer Goods / Consumer Packaged Goods)

The term FMCG refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months and within one year, in comparison to durable goods such as kitchen appliances, which are generally replaced over a period of several years.

FMCGs have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates.

CHARACTERISTICS OF FMCGs

A) From the consumer's perspective:-

- Frequent purchase
- Low involvement (little or no effort to choose the item – products with strong brand loyalty are exceptions to this rule)
- Low price

B) From the marketer's Angle:-

- High volumes
- Low contribution margins
- Extensive distribution networks
- High stock turnover
- In Rural Market Packaged Consumer products are purchases more than Rs. 2,000 crore annually.

Following Table shows the rural consumption in percentage of 10 consumer packaged products:-

Table 1.1

	Consumer Expendables	Rural Share (%)
1.	Tooth powder	78.85
2.	Cooking medium (oil)	66.78
3.	Tea	58.02
4.	Toilet soaps	57.25
5.	Washing powder	54.83
6.	Hair oil	47.24
7.	Talcum powder	43.12
8.	Toothpaste	38.94
9.	Packaged biscuits	38.24
10.	Shampoo	25.37

Source: http://en.wikipedia.org/wiki/Fast-Moving_Consumer_goods.

A study found that Fast Moving Consumer Goods will become an industry of Rs. 4,00,000 crore industry by 2020. It is report that anti-aging skincare category grew 5 times between 2007 and 2008. It is very fastest growing segment in the skincare market. Olay, Procter & Gamble's premium anti-aging skincare product captured the market nearly 20% of the total market in a year. Further it estimates about the Fast Moving Consumer Goods sector that its growth is triple in the last decade, from Rs. 47,000 crore in 2000-01 to Rs. 1,30,000 crore now. It accounts for 2.2% of the country's GDP.

RESEARCH METHODOLOGY

Descriptive research design was used, because it purposes to describe the trends and current role of Advertising media and Fast Moving Consumer Goods (Shampoos), the current practices and customer response towards brands of Fast Moving Consumer Goods. This study was also diagnostic in nature. Because the aim of research was to diagnose the problem of brand switching or shifting and it gives also some suggestions. A sample of 100 customers of four different villages Samchana, Bhansru Khurd, Morkeri, and Nayabans was taken. Primary data collected using Questionnaire.

Objectives of the study:

1. To evaluate the existing status of Top 5 FMCG companies related to shampoos in India.
2. To access and evaluate the customers perception and preference regarding best advertising media for shampoos in India.
3. To know about the first source of knowledge for using their present shampoos recently

Findings and Suggestions

1. All top 5 shampoos brand are the products of only three companies and today they are the market leaders but Clinic Plus is highly used by the respondents even then Sunsilk is number one brand .
2. Almost all persons see the T.V. so that they preferred it as the main source and best advertising media
3. For source of knowledge, family members came first for knowing about shampoos.

Following Suggestions can be given to the shampoos company:

It is essential that producer within FMCG sector proactively develop and implement strategies aimed at creating and maintaining best advertising media by removing drawbacks. All companies should have to emphasise that their products advertised on such type of media which are available in the target market.

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