

A STUDY ON ONLINE AND OFFLINE ADVERTISEMENT OF THE PRODUCT

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Abstract

Key words:

Introduction

Advertising is essentially a part of the service industry that involves communication of information and ideas to and on behalf of others by using various mediums like newspapers, magazines, posters, website and commercials on TVs. The advertising industry plays an important economic part in the overall development of the economy. The function of the economic system is to supply products and services for the use and enjoyment of the consumer. A substantial portion of our economic system is devoted to the fulfilment of wants and desires, which go well beyond the basic necessities of life. Advertising is an integral part of this activity and one of the most visible elements of the mass distribution system.

Review Of Literature

Vikas Bondar²⁷ has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

V.Kumar and Denish Shah have published research paper entitled “Pushing and Pulling on the Internet” The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behaviour. It has changed the way product awareness is created²⁸, developed new modes of product consideration.

Objectives

1. To determine the effectiveness of online advertising.
2. To determine the effectiveness of offline advertisement.
3. To determine the reach of the product among people.

Research Methodology

Research design:

Descriptive type of research

Collection Of Data

- Secondary Data: Considerable data has also been taped from previous research papers.

Findings

1. All the customers contacted have come across advertisements regarding FMCG products. 2. Television and newspaper are main media through which customers come across advertisements.
2. Televisions, newspapers, magazines and journals are top rankers in media viewed/read by customers.
3. All media planner accepted that they are facing tough completion in advertising.
4. To be more effective in advertising the companies are going for strategic planning and spending on affordable basis.
5. Main tasks of advertising managers are media planning, scheduling and budget fixation mainly

Suggestions

- Customers awareness regarding advertising is very high. It should be kept in mind by companies for communication purpose.
- Use of televisions and newspapers are more planners also should use these media to reach to maximum number of viewers/readers.
- Media are liked by customers due to their positive features. These points of high quality of audio, video, clarity of message and cost involved should be taken care of specially in advertising campaign.
- Message needed by customers is clear message. Media planner should give message regarding attributes, prices, benefits, uses and occasions for use properly to improve effectiveness of advertising campaign.
- Objective of advertising are more in use. The objectives should be reviewed time to time so it can contribute in target achievement effectively

Conclusions

The study says that On the basis of ranking television, newspapers and radio should be more in use for effective advertising campaign. Tough competition is being faced by companies in market media planners should be more careful in giving message to the customers. Effectively in advertising campaign is highly expected to achieve this the planners should have proper media strategic planning and spend according to capacity. Media planners are playing important role major areas of advertising. The top level management should take care of them to satisfy, motivate and retain them in the current job.

References**Websites: -**

1. www.wikipedia.com
2. www.findarticles.com