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“GROWTH AND IMPORTANCE OF NEWSPAPERS ADVERTISING IN INDIA”

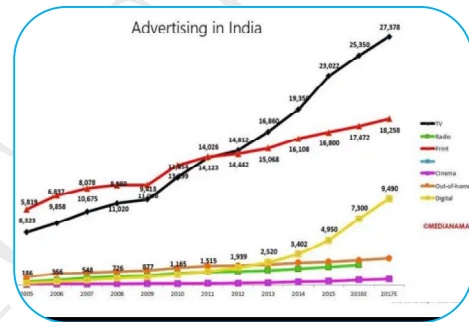
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ABSTRACT

An advertisement is an announcement to the public of product, service or idea through a medium to which the public has access. The medium may be print (*Newspapers, Banner and Hoardings*), electronics (*Radio, Television, Cable, Phone, Internet*), or any other. Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in ‘*Hickey’s Bengal Gazette*’, India’s first newspaper weekly. Publicizing is a subset of advancement blend which is one of the ‘4 Ps’ in the advertising blend, containing item, value, spot and advancement. Publicizing is a special procedure utilized in making item mindfulness in the psyches of shopper to take acquiring choice. It is a specialized device utilized by advertisers. Publicizing impacts person’s dispositions, conduct and way of life. It is one of significant wellspring of specialized instrument between the maker and the client of item.



KEYWORDS: targeted segment and plays significant , advertising blend, containing item.

INTRODUCTION :

Advertisement refers to all the activities involved in presenting to a group, a non-personal oral or visual, openly sponsored message regarding a product, service idea or organization is disseminated through one or more media and is paid for by an identified sponsor. Advertising consists of all the activities involved in presenting to an audience, a

non-personal, sponsor identified paid for message about a product or organization. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. An advertisement is an announcement to the public of product, service or idea through a medium to which the public has access. The medium may be print (*Newspapers, Banner and*

Hoardings), electronics (*Radio, Television, Cable, Phone, Internet*), or any other. An advertisement is usually paid for by an advertiser at fixed rate or negotiated with the media. It is a form of persuasive communication with the public. The communication is usually one sided, in one direction from the advertiser and to the public. Advertising is the most visible marketing tools which seek to

transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising, unlike salesmanship which interacts with a buyer face to face, is non-personal. It is directed at a mass audience; and not an individual, as in personal selling.² Advertising aims at drawing attention to a product or service. It seeks to create awareness about the existence of advertised product or services. It passes on the information about the product and service in such a way that interest is created in the mind of the prospective customer about the product or service.

Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behaviour. Advertising is a major form of promotion in international as well as domestic marketing.³ People generally buy a product only after knowing about it. That is why advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered masses in different regions of the country. Advertising as a tool of mass selling is an indispensable medium. It can bring the message to millions of people at the same time, while it is not possible in the personal selling, store display etc.

Newspaper is an effective type of medium in India, especially in the cities, where its reach will be to just about any household. Advertisements are divided into two fundamental categories, beneficial and transformative. Informative advertisements present buyers with real information and extra information on an organization in a logical method. Therefore, the consumer is rewarded with greater self-confidence in assessing the merits of searching for the producer. Transformational advertisements associate the data of using the advertised unit with a unique group of mental features that cannot preferably be from the brand without connection with the advertisement.

ORIGIN AND DEVELOPMENT OF ADVERTISING:

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the *Romans* practiced advertising; but the earliest indication of its use in this country dates back to the middle ages, when the use of the surname indicated a man's occupation.⁴ The next stage in the evolution of advertising was the use of signs as a visual expression of the tradesman's function and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself. Development of retail stores, made the traders to be more concerned about attracting business.

Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used. When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers. As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store. The invention of hand press increased the potentialities of advertising. By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products.⁵ Another important event was the emergence of the pamphlet as an advertising medium. The early examples of

these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods.

GROWTH OF NEWSPAPERS ADVERTISING IN INDIA:

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in '*Hickey's Bengal Gazette*', India's first newspaper weekly. To advertise meant merely to inform until the end of the 18th century, and the early newspapers and periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal first published in 1785 even offered to print government advertisements free. The front page of most such journals carried only advertisements, but before long persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as '*superior to anything of the kind hitherto imported*' and '*warranted to the first quality*'. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals.

The power of advertising increased rapidly with the growth in trade and commerce. With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. Agents flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like '*The Statement*' and '*The Times of India*', which had their own advertising departments, offered their own facilities to agents. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved the bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard in the advertisements appearing in its column. This practice was responsible for turning advertising into a distinct profession. These 'agents' were forerunners of the 'advertising agencies'.

IMPORTANCE OF ADVERTISEMENT:

An Advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind. Today, most of the advertisements come with celebrity endorsements which act as a credible means of spending money. This could be for the reason of their social standing. People want to wear the right clothes, drink the right beverages and use the right fragrances and buy right durables. Studying the attitude of consumers, it can be stated that if a consumer observes messages for two different firm's products, one product's message containing a better advertisement and the other not, believes the better advertisement's product will definitely have more features and so be of higher value.

All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner. Every human community develops a system by which it provides and distributes goods and services. In today's advanced societies as the development goes on, this system is becoming very complex due to wide range of available goods in all fields. To understand this system fully, it is required to study a person's entire lifetime experiences on the consumption of economic goods. It involves study of almost every activity towards consumables in which humans are involved. From this point of view, consumer behavior appears to be subsets of human behavior for the factors, which affect individuals in their daily lives, also influence their purchasing activities. Besides, internal influences, such as social class, society, family, reference group, opinion leaders and culture also affects us in our roles as consumer. Consumer behavior as the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires.

Publicizing is a subset of advancement blend which is one of the '4 Ps' in the showcasing blend, containing item, value, spot and advancement. Publicizing is a special technique utilized in making item mindfulness in the brains of purchaser to take obtaining choice. It is a specialized apparatus utilized by advertisers. Publicizing impacts person's dispositions, conduct and way of life. It is one of significant wellspring of specialized instrument between the maker and the client of product. Advertising can possibly add to mark decision among buyers. Promoting as a correspondence procedure, advertising process, financial procedure, social procedure, an advertising procedure or a data and influence process.

CONCLUSIONS:

An advertisement is an announcement to the public of product, service or idea through a medium to which the public has access. The medium may be print (*Newspapers, Banner and Hoardings*), electronics (*Radio, Television, Cable, Phone, Internet*), or any other. Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in '*Hickey's Bengal Gazette*', India's first newspaper weekly. Publicizing is a subset of advancement blend which is one of the '4 Ps' in the advertising blend, including item, value, spot and advancement. Publicizing is a limited time system utilized in making item mindfulness in the psyches of customer to take buying choice. It is a specialized apparatus utilized by advertisers. Publicizing impacts person's demeanors, conduct and way of life. It is one of significant wellspring of specialized instrument between the maker and the client of item.

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