

MODERN ADVERTISING TRENDS

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Abstract

Advertisement is an enticing method adopted by product manufacturers to promote sales. The modern methods stand in striking contrast to the conventional ones. The large quantities of products are to be sold at a time, modern methods which are mostly digital, are employed. Now a days, newspapers advertisement and online marketing have gained momentum. Whether poor or rich all are attracted towards advertisement. For better sales the advertisers combined both the conventional ways and the digital ones. If the products are good as advertised the buyers themselves act as brand ambassadors for the promotional sales of the items.

Keywords

Digital Mode – Sales Promotion – products – reasonable price – quality – DTH – Conventional methods – Melas – durability – large numbers.

Advertising is an enticing method adopted by the product manufacturers to woo the customers towards buying a product and to promote the sales of it. To speak of clearly. It is a sales promotional technique. The customers are attracted to a product by looking at the advertisement either in the T.V. or newspapers or in the Expos. The modern method stands in striking contrast to the conventional one in which the customers are contacted directly at their doorsteps. The conventional or traditional method exposes the buyers towards a direct contact with the product and the manufacturers of it. In the traditional method, the customers perceive a product and buy it in the event of their being satisfied with it. The modern methods, mostly digital ones aim at promoting sales in large quantities of a product simultaneously. There are quite a number of ways of advertising a product. Some of the modern ways usually adopted are:

1. Digital or online advertising
2. Mobile advertising
3. Guerilla advertising
4. Print advertising
5. Broadcast advertising
6. Testimonials and Endorsements
7. Outdoor advertising
8. Public advertising

During the last 20 years, guerilla form of advertising has gained momentum. Anything unconventional refers to this kind of advertising. In this form, “the customer is invited to interact with or participate in some way. Timing is as important as a location with this method and creative and innovative ideas serve as driving forces behind guerilla marketing.”

The afore said 8 ways are effectively utilized for alluring the buyers towards purchasing the products. Knowingly or unknowingly, the buyers pay a huge amount for a product as the manufacturers include the production cost in the price of the product. In this way products are priced more than half of the product – cost. Most of the modern methods are based on the digital mode. Though enormous and lavish amount is spent on marketing, millions of prospective buyers are approached by this mode of advertising. The DTH method makes everything easy for the customers to know a product.

In the traditional way, the authorized persons of a company meet the buyers directly at their homes and explain and demonstrate the product. Many buyers are drawn towards the products of their choice. Some may be sceptical as the goods are available very easily and they may not like to part with their known brands. As the proverb goes, “a known devil is better than an unknown angel”, If the buyers at home are satisfied, they may recommend a product to the neighbors as well. For all this, the goods need to be of quality and the price should also be reasonable.

Product placement marketing is one of the effective propaganda techniques. In this advertisement takes place within the context of a movie or a show. Such advertisements may or may not be liked by many. Never the less when the message or information is conveyed effectively the advertisements reach millions easily resulting in profitable sales figures. Here the digital mode proves to be more purposive and successful. Thus the modern methods render sales rewarding. Here again it is to be observed that marketing could be successful provided clarity and credibility of the advertisement are taken care of by the advertisers. Many poor and rich alike are attracted towards print – media advertising. However they are not to be carried away by faulty utterances of a character in the advertisement. Whether poor or rich, the appeal to them is possible only when the advertisements present verifiable facts and also they are not clumsy and confusing.

Nowadays, newspapers cater to the needs of poor and rich. Especially the middle class people are very much attached to the newspapers. The advertisers resort to popular dailies that issue colorful advertisements with catchy phrases to woo millions of people. Such advertisements, though very expensive, are richly rewarding as products are sold in large numbers across the country. The newspaper advertisements are to be lasting and also should be frequent so that the viewers could remember them for long.

Online advertisements offer huge discounts and provide many special offers which make the people turn out to be prospective buyers. Still, it is a puzzle for many as to how the online

agencies offer huge discounts which are not possible in the sale of company products at shops. If the products supplied through online, are not of quality and of false exposure only, the online buyers will wage a war against such online advertising agencies. If damaged or refurbished goods are received by online purchasers, in due course online agencies will become extinct leading to the closure of many original companies as well. Though COD method is good, there is no guarantee that the goods are received in good condition. Online advertisers are required to be doubly cautious and alert in sending their products to customers. Genuine products and advertisements only can earn a name for the manufacturers.

Through Public Addressing System (PAS) governments also try to reach people by bringing in popular personalities for fulfilling their purpose, Government or government agencies seek help from cine artistes, and popular figures to propagate their policies and schemes. The PAS is a new reviving method adopted by Government agencies to highlight the issues of the Government. For example, giving reasonable incentives to sports persons can be included in the T.V. methods of advertising. Here also, care is to be exercised in propagating the schemes and distributing freebies to the people. Advertisements need not be for alluring people alone but should be for creating an awareness among the public regarding the preservation of culture and tradition and also the dignity of individuals.

The purpose of any advertisement is to reach out to the majority of people for the fulfillment of the sales objectives. The digital mode is at a loss in getting a firsthand experience of the public. So the advertisers have not totally dispensed with the conventional mode. They combine both the methods in Expos, Melas which are arranged at important busy centres of the town or city. Through them the buyers are able to make a choice of the products. The major drawback in the conventional methods lies in the fact that it depends mostly on man power whereas the digital mode relies upon electronic power. If the products are good, durable as advertised, the buyers of such products will serve as brand ambassadors for the promotional sales of the items. Traditional methods are costlier and time consuming yet they are not totally neglected by the manufacturers. As explained the digital mode tends to be more advantageous and purposeful by reaching myriads of people at a time and also by promoting increased sales of a product.

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