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India Advertising Market Growth: Opportunities and Challenges

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ABSTRACT

This paper explores the impact of advertising in modern public spaces and the challenges it poses. The Indian advertising industry has grown significantly and is projected to become the second fastest growing market in Asia. This paper highlights the scope of advertising in India, including career opportunities, job roles, salary trends, industry growth, and skills. Advertisements are contained in various means of communication such as magazines, newspapers, television, radio, bill boards etc. The advertising business in India is dynamic at a really quick pace. Advertisement is a means to make people aware of any product or service using commercial methods. The advertising industry plays a critical role in modern society. We can see ads everywhere.

Keywords: advertisement, globalization, business, communication, service and commercial

INTRODUCTION

Advertising is a big business in this era in India. Indian Advertising industry has witnessed a prominent globalization. Nothing in itself is good or bad, but advertisement makes it so. Goods to be sold must attract the attention of the would-be purchasers. There was a time when town-criers were pressed into service to advertise various goods by the beat of drums. There has come a sea change in the pattern of advertisement. Things have become more sophisticated. Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising is how a company encourages people to buy their products, services or ideas. Advertising is one element of marketing, which also includes design, research and data mining.

Advertisement is the life blood of business. It brings the seller and the buyer together. Even the best product will remain unsold unless advertisement brings it to the notice of the wide world. To command a sale, an article should not only be good but it should be made to appear good in the eyes of its users, the general public. Here advertisement plays a vital role. It becomes a sort of bridge between the seller and the buyer. "As the fraternity starts accepting the code, it will result in fewer false claims, fewer unfair advertisements and increased respect for advertisers" (Kalpana Ganesh 2010) They are essentially a substitute advertisement for the goods which cannot be directly advertised due to the prohibition of law.

An instant rapport is established between the two and business gets necessary push. If a cinema house did not advertise in the newspaper or by local publicity the film it is showing. There would be few visitors. If an election meeting to be addressed by a great leader was not properly advertised, the audience would be thin. If a wonder drug got no advertisement, its benefits could not reach millions in each and every nook and corner of the World, Thus the importance of advertisement. "Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual" (Vestergaard, Torben, 2019) Advertisements for commodities offer a unique keyhole into the shifting consumption practices and media constructions of the youthful consumer.

The 21st century is the age of advertisement. Advertisement seeks the help of all media for mass communication. The daily papers are crammed with advertisements about all subjects under the Sun. Colourful slides are flashed on the cinema screen. Catchy dialogues are broadcast from the radio. Paid advertisements greet our ears. Short clippings are sponsored on the television. Bold, attractive, eye-catching and fanciful hoardings are displayed by the roadside. Still newspaper remains the main means of advertisement. So much so even small consumable products carry advertisements. Beautifully printed messages soothe our eyes. Some zealous sellers follow the jet-age method of advertising. "Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement" (Moriarty, Sandra (2014). The current growth of 18-20

per cent in advertising is among one of the highest among various industries in India.

Aeroplane is hired to trace the message in the sky. Extremely wide markets and cut-throat competition are the hallmarks of our century. Sellers must reach the markets and moreover, they must create and enlarge them also. Advertisement is the only way-out to achieve these objectives efficiently and effectively. No businessman can do without advertisement. Importance of advertisement can't be overlooked or minimized in any way. It is said-The business that considers itself immune to the necessity of advertising sooner or later finds itself immune to business.

Advertisements are necessary as well as useful. Effective advertisement is the spinal cord of a business. The real worth of an article is of little importance, what a matter is the way in which public attention is attracted towards it. A clever advertiser can influence even a miser and goad and urge him to loosen the strings of his purse and spend money to buy the advertised product. "Commercial advertisements often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers" (Ewen, Stuart, 2011) The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry.

Advertisement is all-pervasive. Its absence can spoil any show. It brings profit to the producers and sellers and presents motley and wide choice to the public. Trade and commerce must take the help of advertisement to flourish. Advertising is a costly affair. Mind it no seller can give anything to his customers out of love. Profit remains the driving force. Cost of advertisement is added to the cost of production and ultimately it is to be borne by the customers. Cynics feel that liberal spending on advertisements is a wasteful and useless practice. This thinking has no substance in it.

Advertisements give sustenance to many people associated with it. They promote the sale of products. This in return gives a fillip and much needed push to production. Industry flourishes. Any new product needs wide publicity. If this is not done it will die its natural death and that means wastage of time, money and energy. Publicity involves huge investment and it can never be avoided. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. "Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful" (Sheehan, Kim Bartel 2013) Surrogate advertising in India undermines tobacco-control objectives by sustaining brand recall.

Advertisements educate the customers. They provide them with up-to-date market trends and latest introduction of products. They make them wiser to decide rightly what to buy and what not to buy. All this helps the customers to make decisions beforehand. They go to the market with open mind and in no time pick up products of their choice. Both the sellers and the customers are happy. Salesman's job has not become cosy and easy but cosier and easier. He is not to show many items and explain merits of each one of them. One thing more, customers pick up products they do not need for their immediate use.

As a result retailer's turnover picks up. So we see advertisements help one and all. They ensure steady and nonstop inflow of money to the press. Artists engaged in preparing them earn their livelihood easily. They spend more time in innovations and try their level best to produce quality advertisements. Research and development wing of the industrial units remains active. All this leads to a rise in the standard of living. So it is right to say that advertisement is all-pervasive.

Advertisement is an art. In many countries it is taught and learnt. Like any piece of art it is eye-soothing and a source of aesthetic pleasure. Every advertiser keeps many basics in his mind. Like a good psychologist he tries to read the psychology of the prospective buyers, strength of their purse and the changing trends in fashion. He is a good tester of time and place also. These basics are scientific in nature. So advertisement is a science also. Wrongly timed and wrongly placed advertisements may prove exercise in futility. Changing trends in fashion influence the advertisements profusely. For example, there was a time when people used to buy a tooth paste because it whitens their teeth. Today they demand that it should refresh their breath for the whole day. Advertisement has to cater to this need. Visuals have to make this aspect of the advertisement more prominent. Same is the case with almost all other products.

Whatever be the shape of an advertisement, it must be brief and catchy. Verbosity is number one enemy of an advertisement. It is repeated time and again. So every effort should be made to prevent it from going monotonous. Repetition is inevitable because it is the only way-out to hammer a message into the psyche of the would-be buyers. But suitable and subtle changes and variations must be introduced in the body proper of an advertisement. Messages reflected from the canvas of an advertisement settle down into the subconscious mind of the customers. Willy-nilly buyers clamour for the products. "Online ads are delivered by an ad server.

Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, pay per click text ads, rich media ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam'(Semerádová, Tereza; Weinlich, Petr 2019) Online advertising in India faces significant consumer apprehension, inhibiting its growth relative to Western markets.

There is a wide variety of advertisement techniques. A tea company in the first visual shows a tired man sitting in the chair with a thud. In the second visual he is shown sipping a cup of tea. In the third picture he is depicted a man of health, energy and buoyancy. Cinema stars are shown applying luxury soaps and beauty creams on their skin. Even ordinary girls clamour for these products. Some firms offer various prizes to their customers if they buy their products. Many companies organize competitions and give attractive prizes to those who phrase about their products beautifully and effectively. Many film distributors offer packed eatables to the cinema-goers. Even astrologers seek the help of advertisements. Certificates from satisfied customers are published along with the advertisement. The advertisements are as varied as life itself. "One form of print advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad paid by the word or line. Another form of print advertising is the display ad, which is generally a larger ad with design elements that typically run in an article section of a newspaper" (Courtland L. Bovee, 1992) The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry.

Every good thing becomes bad when abused. So is the case with advertisements. Some advertisements cheat the public and make black look white. They throw dust into the eyes of the buyers. Today they have multiplied to a mind-blowing extent. Dishonest sellers mislead people to push up sales of useless items. For easy bucks they sell their conscience. People think that whatever comes in print is true. If a lie is told time and again, it sounds like truth. People think that when an item is said to be good, it must be good. But unscrupulous advertisers are too greedy to understand how self-destructive such false steps are. There is no end to the greed and lust for money. Some advertisers spend huge amounts on advertisements but lower the quality of their products. They exploit the goodwill they have established in the bazaar. They feel their products are taken for granted. This can't go for a longer period of time. Soon their fraud is exposed.

One can fool some people for some time, but one can't fool all the people for all the time. Even educated buyers are easily badgered. They become victims of a vicious propaganda. It is very sad that advertisers use female form to advertise each and every product. A scantily clad beauty is shown selling syrup, electric switches and what not. No doubt beauty attracts but the viewers may pay more attention to her legs than to the products advertised. Buyers get distracted from the virtues of the products. Shakespeare says "Good wine needs no bush." Wrong advertisement can never enhance the quality of the products. Good quality needs a little advertising. A bad product remains bad. Glamorous advertisements can't make a bad thing a good thing.

CONCLUSION

Advertising in India constitutes a wide range of activities whose purpose is to promote goods, services, and ideas through media. Still advertisement rules. Its abuse by some unscrupulous people does not make it bad. The motive of advertisement should be public service. Profit does matter but it is not be all and end all of life. If proper education of the buyers is the main purpose of advertisement, it must be given due respect. Commercial morality and ethics of the trade will not be tarnished. If private gain is not made at the cost of the public good, advertisement is good. One of the advertising problems is the budget limits of various companies and businesses.

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