

## Features of Advertising and Its Impact: Overview

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### INTRODUCTION

This is the situation as a result of the fact that the words that are shared by influencers did not come from an advertisement or a corporation but rather from a fellow client. Despite the fact that customers are aware that the influencer is being compensated by the company, the fact that one of the consumer's role models or symbols utilizes that product or service lends something of a "stamp of approval" in the eyes of the customer. This is true despite the fact that customers view the influencer as a role model or symbol. There are many distinct types of influencers, and each one places a different amount of emphasis on a different set of demographic subgroups of target customers and subject matter industries. These subgroups might be target consumers, or they can be subject industries. The micro-influencers concentrate on a more specific sector of the economy and have a smaller audience (between 10,000 and 100,000 followers), but they are particularly useful for marketing since they are familiar with the topic and have a devoted fan following. A fantastic example of a prosperous fashion micro-influencer is Mikaela Wightman, who can be found on Instagram under the handle @mikaela.wightman. She has more than 22,300 followers, and in the past she has worked with large fashion companies like Macy's and H&M on various projects. Her work has been featured on their websites.

### FEATURES OF ADVERTISEMENT

1. **Communication:** Advertising, a form of mass communication, is directed toward the general population of the nation as a whole. Due to the fact that this letter is addressed to a very large number of people, it cannot be considered a personal communication.
2. **Additional information:** The basic goal of advertising is to educate potential customers about the advantages that will come their way as a direct result of purchasing a certain product by informing them about those advantages and distributing that information to them. After all of that has been said, the information that is delivered has to be accurate and comprehensive.
3. **Inspire:** The advertiser's goal is to encourage a good attitude in the target audience in the expectation that this would result in favorable behavior on the part of the target audience. Every single kind of advertising strives toward the same end goal, which is to transform prospective consumers into actual customers who pay for the product or service. As a result of this, it is possible to think of it as a form of indirect salesmanship, and at its core, it may be interpreted as a strategy for influencing people's opinions.
4. **Making the Most of One's Profits** Authentic advertising is not focused on rising costs in order to maximize profits; rather, it is primarily concerned with increasing sales. Authentic advertising is not focused on increasing costs in order to maximize profits. Because of this, there will be no rise in the price of the things as a direct result of the fact that it has occurred. As a direct result of this, the primary focus of this strategy is on increasing revenue as much as possible rather than reducing costs as much as possible.
5. **A presentation that is not tailored to the audience** In contrast to the impersonal nature of advertising, which is characterized by its absence of a human element, salesmanship is characterised by an inherently personal feature that distinguishes it from other aspects of sales. When it comes to notifications of public service, the audience that should be considered is not a particular person but rather all members of the public. There is an issue with the fact that the individual is not given sufficient attention in advertising.
6. **Identified Sponsor** A person or organization that pays for the marketing out of their own cash is referred to as a sponsor. There is a potential that additional sales will come from the well-known status of the corporation that is behind the product or service. Because of the product's association with the well-known commercial organization, it is reasonable to assert that the product enjoys considerable success in its existence on the market.
7. **More Options Available to Customers** Because of advertising, customers now have access to a greater selection of available options. Consumers are able to get things that are suitable

not just for their preferences but also for the constraints imposed by their available financial resources. In order for a transaction to be considered successful, its conclusion must leave the buyer feeling contented and pleased.

8. Art, Science, and Profession: Advertising has the potential to be classified as an art form owing to the fact that it provides a platform for creative expression. This opens the door for advertising to be categorized alongside other art forms and scientific professions. Because it includes a body of organized information, advertising has the makings of a science, which means that its practitioners sometimes refer to it as such. The field of advertising is today recognized as a profession; thus, there are professional groups and a code of ethics that individuals who work in the industry are required to comply by.
9. One of the Most Important Components of the Marketing Mix One of the most essential aspects of a marketing strategy is advertising, which is included in the marketing mix. When it comes to the process of generating sales of products and services, it has been proved on several occasions that advertising plays a significant role in this process. The amount of money that major corporations put on advertising may be expressed as a number in the millions of rupees.
10. The Role of Creativity as a Necessary Component: Being creative and coming up with new ideas requires a significant amount of effort, which is why a successful advertising campaign requires so much of its participants. Creative thinking paves the path for a successful marketing campaign by ensuring that the message sent by the marketer is in line with the needs and desires of the demographic being targeted. [Creative thinking] is one of the most important factors in the success of a marketing effort.

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### **IMPORTANCE OF ADVERTISING**

In this day and age of mass manufacturing and fierce rivalry on the market, advertising has evolved into a duty that has become absolutely necessary for marketers to engage in. Marketers must now engage in advertising. Marketers just cannot afford to disregard the significance of advertising in today's society. In contemporary culture, it serves a variety of functions, some of which are listed below:

1. The Promotion of Sales: This is performed by informing and convincing members of the general public to buy the items and services that are being advertised in order to boost sales. In other words, the goal of the promotion is to increase sales. A well-executed strategy for advertising has the ability to help a firm expand its consumer base in both the domestic and the foreign markets, provided that the plan is carried out properly.
2. The Steps Involved in the Launching of a New Product: The process of introducing new items to the market is simplified as a result of this factor. Through the use of advertising, a company is able to familiarize clients not only with the company itself but also with the product that it sells. This is feasible because advertising allows for two-way communication. If a newly established business does not engage in any kind of advertising, it will have a difficult time making an impression on potential consumers. The rapid distribution of publicity across the market is made possible via the employment of advertising as an outreach tool.
3. The enhancement of the advertiser's standing in the eyes of the general public As a direct result of this, the advertiser will see an improvement in their reputation. Through advertising, a company is able to notify its consumers about its accomplishments, which in turn helps the company to better serve the criteria that were indicated by the customers. This results in a rise in both the goodwill and reputation of the company, both of which are needed in order to compete successfully in the market. As a direct result of this, both the company's goodwill and its reputation have improved.
4. The Simplicity of Large-Scale Production Advertising makes the process of manufacturing on a massive scale more straightforward. The firm is aware that with the assistance of advertising, it will be able to sell on a vast scale, and as a result, it is strongly encouraged to manufacture items on a large scale. As a result, it is advised that the company develop



- products on a large scale. The capacity to produce in large quantities, which in turn leads to a drop in the cost of production per unit, is made possible by making efficient use of the various production elements. This results in the cost of manufacturing per unit decreasing.
5. Research: the utilization of advertising as a tool for promoting activities connected to research and development is one way to attain this goal. The profession of advertising has evolved into a highly competitive section of the marketing business. Every company that sells a product or service on the market makes an attempt to differentiate its offering from that of other companies that sell similar products or services by employing a range of marketing methods. As a consequence of this, every company needs to do an increasing amount of research in order to discover new goods and new applications for items that are currently available on the market. If a company does not invest in research and development, there is a good chance that the company will disappear from the market in a relatively short amount of time in the future.
  6. Education of People: People are taught about new items and the capabilities that such things provide as a result of advertising. It is possible to boost people's comprehension through advertising messages that highlight the benefits that particular things may bring by drawing attention to those benefits. Because of the support that is made available by advertising, many people have been assisted in embracing new methods of life and giving up old ways of living. People have also been given help in abandoning their previously held lifestyle habits. It has made a significant contribution, which has contributed to the overall improvement of the standard of living throughout the society as a whole.
  7. Provision of Assistance to the Media Publishing firms and publications that are released on a regular basis are extremely dependant on the money that is made by advertising, which is why it is an essential component of their business. Because they sell their newspaper at a reduced price, they are able to raise not just the number of people who buy their newspaper but also the number of people who read it. People are also able to gain from this since they are now able to purchase magazines for themselves at prices that are more reasonable. There are a variety of advertising formats that can provide financial support to the operations of television networks. As an illustration, Doordarshan and ZeeTV each insert commercials before, during, and after a selection of their programming lineups respectively. Both networks see an increase in income of many millions of rupees as a direct result of the commercials. These funds might be put toward increasing the overall level of sophistication of the programs as well as broadening their purview in order to accomplish the aims that have been set forth.

### **ROLE OF ADVERTISING IN MARKETING MIX**

The marketing mix is comprised of four primary elements: the product, the pricing of the product, the advertising, and the location of the business. These elements are known together as the "marketing mix." In addition to the classic "four Ps," there are several other aspects of the product, such as its location, delivery time, and packaging, that should be taken into account. Advertising is one of the components that goes into making up promotion. Nevertheless, it not only helps in the promotion of the product, but it also has an impact on the other factors that make up the marketing mix. Together, these two things contribute to the overall effectiveness of the marketing mix. One may gain an understanding of this by taking into mind the following:

1. The Relationship Between Marketing and the Product Being Sold: Frequently, a product is composed of a collection of several material aspects, such as its quality, form, size, color, and any number of other attributes. These elements may be found in the product itself. It is not out of the question that the item in question offers a quality that is unparalleled in its class. Because of the manufacturing process that went into the product, there are certain conditions in which it must be used and handled with the utmost care in order to avoid any potential damage. It is anticipated that the purchasers would possess a high degree of knowledge as well as a familiarity with the many facets of the items that they will be acquiring. The field of public relations is a powerful tool that may be used to assist in the

accomplishment of this purpose. As a consequence of this, advertising is a resource that may be used for the purpose of imparting both knowledge and information.

2. **The Cost of the Product Itself, in Addition to Advertising** The price of the item is a representation of its value in terms of other currencies. A marketer may choose to introduce a product that is superior to other items already available on the market in terms of both the level of quality it offers consumers and the number of features it gives them to choose from. Given these circumstances, the cost would most likely turn out to be quite a bit higher than it was originally estimated. On the other hand, clients might not be ready to pay a price that is seen to be on the higher end of the pricing spectrum in total. It is high time that we began the advertising campaign. Customers have the potential to be persuaded of the superiority of a brand and, as a consequence, the value that the brand gives by utilizing the persuasive capabilities that advertising provides. It is feasible to do this by linking the product with well-known individuals, locations, or events that are occurring in different parts of the world at the same time. When a company, on the other hand, sells items at prices that are more cheap than those supplied by rivals, it is the role of advertising to emphasize the price advantage by providing content that is appealing. This is because competitors are offering products at costs that are more expensive. It is not only necessary, but also desirable to have the ability to convince the buyer of anything that you desire. As a consequence of this, advertising is an efficient method for influencing and swaying the decisions of consumers.
3. **Publicity and Location:** Location refers to the physical distribution of a product as well as the retail outlets that carry it. Publicity refers to the dissemination of information about a product to the general public. The marketer is the one who is responsible for making sure that the items can be obtained at the appropriate place and, more significantly, at the correct time when the clients have a need for them. The importance of advertising cannot be overstated since it is a critical component in the achievement of distribution goals and the growth of existing markets. As a result, advertising does play a role in contributing to more efficient distribution as well as a wider market.
4. **Advertising and Promotion:** There are many other factors that go into promotion, including advertising, personal selling, various sales promotion tactics, and public relations, to name a few of these areas. The competitive environment in which today's entrepreneurs operate is marked by a substantial degree of hostile behavior. In the cutthroat environment of the current business world, it is very necessary for every retailer to have efficient advertising in order to be able to make a living and stay afloat. It is quite conceivable for advertising to have a substantial role in both the promotion of the seller's claim as well as the rejection of the claims made by the competition. When advertising are created in the correct manner and with the appropriate amount of care paid to detail, businesses are able to not only compete with one another but also contribute to the construction of a positive brand image and the loyalty of customers.
5. **The Quickness and the Advertising** The speed at which marketing-related choices are taken and operations are carried out can be referred to as the pace. It includes, among other things, the launch of new products or variants of current brands at a faster pace than was previously observed in the market. This is a relatively recent development in the industry. When new brands are introduced to the market, advertising is a vital component in the process of informing, educating, and convincing customers to purchase a product.
6. **Packaging and other promotional materials for the product:** The product's integrity, both in terms of its quality and its quantity, must be preserved at all costs throughout the shipping process; therefore, one of the primary goals of packaging is to ensure that it is adequately protected. These days, manufacturers and retailers place a significant amount of emphasis on the production and design of aesthetically pleasing packaging because of the advertising potential that it possesses. They do this because research has shown that customers are more inclined to purchase a product if it is presented in an appealing manner. Consumers are more likely to purchase a product if it has artistically-done labeling and presentation, and there is a correlation between artistic presentation and increased sales. In

addition to this, it provides buyers with a guarantee of the quality of the goods, which instills trust in them and motivates them to acquire the item that is in issue.

7. Advertisements and market positioning: The process of thinking of and fostering in the minds of customers an image that is different for each of the many brands is referred to as "product positioning," while the phrase "market positioning" refers to the process of placing a product in the market. The marketer is able to represent the positioning of the brand through advertising, and as a result, they are able to influence the purchase choice made by the audience that they are attempting to attract.

## **MARKETING**

### **The marketing concept**

Since the publication of Theodore Levitt's seminal essay titled "Marketing Myopia" in the Harvard Business review in 1960, the field of marketing has garnered a significant amount of attention and recognition as an academic study. (Levitt, 1960) [footnote] In this piece, Levitt argued that companies might achieve greater levels of success if they paid closer attention to the needs and desires of their clientele and worked to satisfy those needs and desires. Levitt was certain that the company will see improved earnings as a result of this move. Since then, marketing has been examined in a serious academic capacity as its own subject for close to six decades today. This has been the case for nearly the whole time since then. After the publishing of this significant piece of work, the idea quickly expanded and was given a number of labels, such as 'marketing philosophy,' 'total marketing,' and 'integrated marketing.' However, in order to achieve the objectives of the marketing notion, it was required to place the needs of the consumers at the forefront of any and all corporate strategy. This was the case regardless of which interpretation of the phrase was adopted. Because of this, the focus had to shift from production and sales to the needs of customers and profits, in addition to the establishment of a strategic connection between the manufacturer and the client (Barksdale and Kotler). In the early years of marketing studies, academics and practitioners had a propensity to debate over both the marketing "concept" and the marketing "philosophy." This was particularly common in the early years of marketing studies. "The philosophy was defined as a long term view point or umbrella vision for the entire business," write McGee and Spiro (1988). "The concept was defined as the operational implication of the marketing philosophy."

### **The Marketing Mix**

In these early years of academic inquiry into marketing, Neil H. Borden, Professor of Marketing at the Harvard Business School, gave a crucial concept to marketing academics with his theoretical concept of the "marketing mix." This concept is still widely used today. This idea had a significant impact on the academic community working in the subject of marketing. According to this notion, he represented marketers as being managers of a mix of marketing 'procedures and policies,' a 'mixer of ingredients,' a term that he coined from the work of another Harvard Professor named James Culliton (Borden, 1964). Borden (1964) claimed that in this context, while a marketer was in the process of putting the marketing philosophy or thought into action, the marketer controlled a "marketing mix" of internal operations, all of which were susceptible to pressure from the outside world. In other words, while a marketer was putting the marketing philosophy or notion into action, the marketer was in charge of the "marketing mix." This was a reference to the process of putting the idea or concept of marketing into effect. This first concept pertains to one of the four aspects that comprise the marketing mix. The following is a breakdown of the several components that Borden (1964) identified as being part of the marketing mix:

- |                            |                    |                     |
|----------------------------|--------------------|---------------------|
| • product planning         | • personal selling | • servicing         |
| • pricing                  | • advertising      | • physical handling |
| • branding                 | • promotions       | • fact finding and  |
| • channels of distribution | • packaging        | analysis,           |
|                            | • display          |                     |

All of this would be susceptible to a broad range of consequences, some of which include the behavior of consumers, the behavior of industries, the conduct of rivals, and the behavior of regulatory agencies. Regulatory agencies would also be vulnerable to the impacts of how they



behave. Borden (1964) argued that the concept of the marketing mix would be a valuable instrument that would give a greater understanding of what marketing is and the linked nature of the activities that make up marketing. This would be accomplished via the utilization of the marketing mix. This line of thinking was predicated on the assumption that the marketing mix would be a useful instrument that would offer a more in-depth comprehension of the results that the marketing mix would produce. A significant number of academics have, throughout the course of time, made significant contributions to the expansion and improvement of the "marketing mix" concept. In point of fact, the concept of the "marketing mix" is still frequently utilized in academic circles that are specifically dedicated to marketing, and both the use of this concept and the development of it are continuing processes. The model of the marketing mix that was initially proposed by McCarthy is the one that has shown to be the one that has been the most effective over the course of time. He separated the aspects of the formula into the four categories of product, price, location, and promotion, in that order. He referred to this technique as "The 4Ps."

The first studies conducted on the idea of the marketing mix focused mostly on the mix's characteristics as a set of guidelines and procedures. However, a more modern view of the marketing mix focuses on how it may be used as a strategic tool that businesses can deploy in order to achieve their marketing goals. This interpretation of the marketing mix is more prevalent today. This more contemporary understanding of the elements that make up the marketing mix is more in line with research that has been carried out in the more traditional approach. According to the research on marketing that has been done over the previous fifty-nine years, the "indisputable paradigm" consists of the product, the place where the product is sold, the price at which the product is offered, and the promotion of the product. These are the four components of the marketing mix that make up the marketing mix. This is despite the fact that new viewpoints and approaches to marketing have developed in recent years, some of which are arguable more sophisticated than others. This is due to the fact that the majority of businesses still rely on traditional marketing methods.

### **IMPACT OF DIGITAL ADVERTISEMENT MARKETING**

There were six categories, and under each of those categories, there were five questions for consideration. In addition to these six components, the information that was contained in the profile was displayed. In the case of the customers, a customer satisfaction questionnaire that consisted of ten items was used. A gathering together of information

According to what is stated in paragraph 4.10, the primary data was acquired by compiling the responses to two different sets of questionnaires from a total of 400 individuals for each of the sets. The answers to some of the questions were gathered using the information that was provided in response to forms on Google. In another instance, they were completed with the help of a questionnaire created in Excel that was organized in the form of a menu.

### **SUMMARY**

Nearly eighty-five percent of business proprietors are aware of the fact that digital advertisement marketing gives them the opportunity to communicate with a large number of potential clients or consumers. Because of this, the majority of companies are now relying on marketing strategies that are related with digital ads in order to promote their products and services to customers who might be interested in purchasing them.

The vast majority of the retail establishments that took part in this study hold the belief that it is possible to engage with customers through the internet in order to identify the specific requirements that they have. Customers and merchants alike will come out ahead when they choose with this option or alternative since it is superior in some manner. This change will be beneficial to retailers as well as the customers who shop at those retailers. Not only for the purpose of promoting goods and services, but also for the purpose of engaging with customers, a significant number of the merchants whose opinions were sought for the purpose of this

research are of the opinion that digital advertisement marketing is an effective method that ought to be used on a broad scale. This is the opinion held by a significant proportion of the merchants whose opinions were sought for the purpose of this research. The vast majority of business owners who took part in this study are aware of the fact that it is feasible to monitor responses to a variety of promotional endeavors. As a consequence of this, businesses are shifting away from depending only on conventional techniques of marketing and instead are boosting their usage of digital advertising marketing. The great majority of merchants who took part in this survey are of the view that it is feasible to establish personal ties with consumers and increase consumer loyalty by employing the most cutting-edge digital advertisement marketing technology. This is the consensus of the merchants who took part in the study. As a direct consequence of this, companies are using a wide range of different marketing techniques that are associated with digital ads.

Many of the business owners who took part in this study are of the opinion that digital advertisement marketing provides greater access to potential customers than either conventional or non-traditional forms of marketing does. This is the consensus of the merchants who took part in the study. As a direct consequence of this, they rely on digital advertising marketing resources a great deal more than they do on conventional techniques of advertising and marketing.

The vast majority of the business owners who took part in the poll held the belief that digital advertisement marketing was more cost-effective than the other two options. This was one of the possibilities that the research looked at when it was being conducted.

The majority of the business owners who took part in this study were of the opinion that digital advertisement marketing has advantages, such as capabilities for customer monitoring, that are not present in either of the other two ways of marketing.

## CONCLUSION

The majority of the participating merchants in this survey rely on market research, which may include an evaluation of purchasing behavior, when it comes to designing and executing the Digital Advertisement marketing tools for the promotion of their goods and services, as well as interaction with their clients.

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