



ADVERTISING: IMPORTANCE IN RETAILING

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Abstract: Advertising is form of communication used to persuade an audience to some action with respect to products, ideas or services. Advertisement acts as a communicating bridge between producer and consumer. Advertising is one of the parts of ‘Marketing Mix’. Advertising is a growing business in India more so after the opening up of the economy. With more players, intense competition and expanding market in both urban and rural area it is only natural that the marketers and manufacturers would like to rich the vast multitude of customers. Retailers try to attract the attention of target consumers to their goods and services by providing attractive promotional schemes. To attract consumers, retailers offer inducements such as credit facilities, after sale services, free home delivery, free sample, discount, gift offer, etc.

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Key words: advertising, retail sector, marketing mix, promotional schemes.

INTRODUCTION : Adverting is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and encomia topic in Indian society.

Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the scale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy.

The promotion mix consists of four basic elements.

They are:-

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Publicity

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.

2. Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.

3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.

4. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

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. The next stage in the evolution of advertising was the use of signs as a