A Descriptive Study of the Evolution of Advertising in India

Dr. Chandan thakur, Shubham Singh, Sandeep Nanda, Agrata Dekhane

Abstract

Advertising is a powerful tool of communication, highly visible that helps to sells goods, services and ideas. Advertising reflects the need of the time and is universal. Advertising with its cognitive and persuasive nature can easily influence the thought process of target audience and can motivate consumers to purchase the products and services. This paper highlights the road map and discusses the recent developments and trends in Indian Advertising industry.

Key Words:

Advertising, traditional advertising, new age advertising, online and offline advertising, mobile advertising, social media advertising

Introduction

Advertising is many things at the same time. It is a communication process, a social phenomenon, a salesmanship in print and many more. Advertising is among the best industries of the world. The growth of the advertising industry has direct relation with the health of any country's economy. The size of advertising industry is an indicator of standard of living of one's nation.

The Indian advertising industry has seen a phenomenal growth from a small scaled business to full-fledged industry. Advertising and other forms of promotion have become an integral part of our society and economy. Due to the emergence of new technology, availability of new media and media vehicles and increase in the aspirations of middle-class income group, the advertising industry has evolved to greater extent. Companies ranging from global players to small local retailers (Kirana shops) are increasingly relying on advertising to help in selling their product and services. India will be fastest growing advertising market this calendar year with total ad spend rising 15% says Lindsay Pattinson, Global Chief Executive at media buying agency Maxus.

At present we can divide advertisements into traditional advertisements and new-age ones.

Traditional Advertising: Before the internet was invented, advertisements were broadcasted using radio, television, billboard and banner. Print media was also used heavily for advertising like Newspapers, directory listings, and magazines etc. were relied on to reach as wide an audience as possible. However, traditional advertising was a one-way conversation. Businesses would put out ads with no hope of getting any feedback or response from people. Their characters were built around products in such a way that people would relate to them. The only purpose of such ads was to sell products.

New- Age Advertising: More and more companies are using the internet for advertisements. Platforms like LinkedIn, Facebook, Instagram, Spotify etc. are used widely for this purpose. These ads include videos, images and stories. They are also more interactive with the user who might be required to swipe through images, click on links etc. These ads are more personalized in nature. They cost less money than traditional advertising did and can reach a much larger audience.

Another difference between traditional and new-age advertising is that the latter focuses on community building, solving customers' problems and creating awareness instead of just selling products. For example- The most recent ads of Feviquick show how it can be used to fix different things around the house instead of just talking about the product's strength.

Channels of advertising: Offline v / s Online:

Offline Advertising

Offline channels of advertising target consumers through mediums like

- TV ads
- Print (Magazines and Newspapers)
- Radio
- Billboards

These channels are considered more traditional, such as newspaper ad for local restaurants, radio spots purchased by car dealerships, and direct mail, like mailing coupons and flyers to consumers' homes etc.

TV Ads

Millennials as a whole spend less time watching traditional TV. However, there are people who spend more time with it. TV attracts loyal viewers who are interested in live entertainment, sports, popular serial shows etc. The sports genre is the stronger bet now as all of these are accessible on mobile phones also.

Print Media

Print media includes newspapers, magazines, banners & posters and flyers & brochures: Flyers and Brochures are again ways of advertising communication details, products and services. Brochures can be in detail, while flyers cover only major highlights of the products and services.

Radio

Audio based advertising is as effective as video base advertising. The advertiser's message can resonate in the customer's ears with proper voice acting, sound design and good content. Moreover, a radio-ad is cost-efficient, targeted and easy to track if done properly. However, with the availability of access to audio and video content anywhere and everywhere now, the market of radio is a bit shaky, but it will definitely not crumble as technology evolves.

Billboards:

Billboards include text and graphics to make an advertisement more appealing. However, it is not quite under print media nowadays as it has become digital. Billboards are mostly huge in size and therefore have fixed locations. Even though the costs are higher, billboards help to target almost all market segments.

Online channels of advertising:

An online channel includes all the digital and internet-based channels that help advertisers reach a wide audience with their message. Some of the popular online advertising channels are:

- Search Engine Markets
- Social Media
- Mobile Ads
- Email

The key component of online advertising is that it makes use of technology (and particularly the internet) as a vehicle for creating and delivering advertisements.

Search Engine Marketing

The first page of google is where you would most effectively market your website. It is great exposure to users who actively look up for help and it matches the goals of your website. This is also called search engine marketing, where depending on certain keywords that you set, google shows up your ad on the first page that comes up. One of the main advantages of SEM is that search engines want your ads to succeed (a proper ad makes for a pleasant user experience), so they provide plenty of useful analytics to help your campaigns. One the most popular ones that help with this are google ads and google analytics that give you the data of how many people visited your website.

1. Social Media
   Social Media platforms that are very common and effective nowadays are Facebook, LinkedIn and Instagram.
2. Mobile Ads
   The Mobile Feed works in the same way as Social Media, but ads are targeted to mobile users.
3. Email
   It helps to multiply your target audience because hitting forward is as simple as passing on the word. This platform includes newsletters, surveys, promotions, discounts, news releases that inform about a new product. Choosing a format among these depending on your product gives the advantage of keeping the campaign fresh and creates more interest among recipients. (Gallegos, 2016)

In early days advertisement were shown in India to sell the product. But in current time, new generation advertisements are shown to make aware of a new product. Old Generation people had no option or choice because at that time the number of products were less but now a day's people have many options and choices. In early days people used to stick with one ad, for example, Washing Powder Nirma. These advertisements were quite famous at that time.

Research methodology

Objectives

• To study about the effect of advertisement on the target audience

• To measure the behavior of the audiences on different channels of advertisement

About research

- The study has been carried out PAN India
- Secondary data have been used in research study
- Simple Random sampling has been used in this study.
- The primary data has been collected through questionnaire and the secondary data was taken from the journal articles other papers and literature.
- Data has been collected with the help of internet.
- Simple Random sampling has been used.
- Google spreadsheets have been used to analyses and interpretate the data.

Sampling:

• Sample size - 70

• Sampling Method: Random Sampling Method

Data Analysis
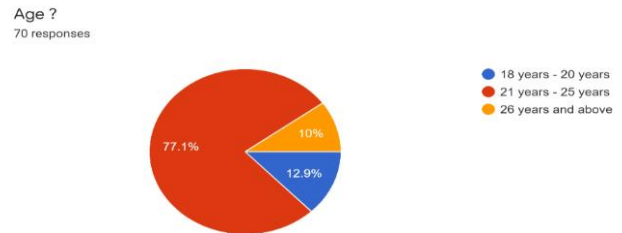
Fig. 1. Age of respondents

The above chart shows the age of the respondents, where the respondents of different age were being surveyed. Respondents of age between 21-25 years old are in more percentage than other group of respondents.
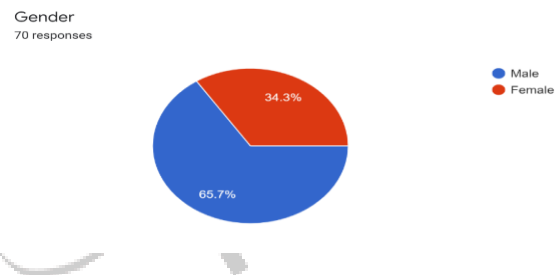

Fig. 2. Gender of the respondents

The above figure shows the gender response, as 65.7percent of male respondents were taken into survey which is 30percent more than the female respondents.
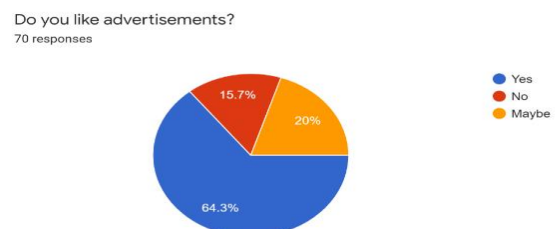
Fig. 3. Do respondents like advertisement

Fig1.3 helps us to know whether respondents like to watch advertisements or not, 64.3% respondents like to watch advertisements where 15.7% respondents who do not like to watch advertisements and remaining 20% respondents are not sure about that.
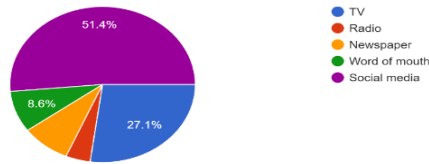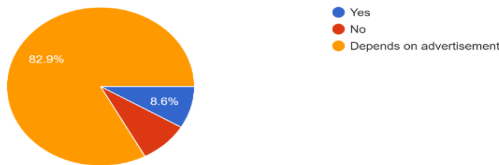

Fig. 4. media which gets attention of respondents

The above figure shows that respondents prefer to watch advertisement more on social media and on TV as compare to other medium of communication channels.
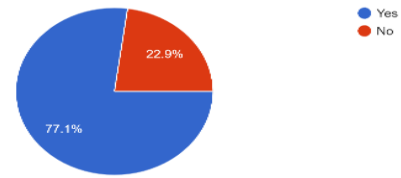

Fig. 5. Does advertisement annoys the respondents?

The above chart shows what percentage of respondents get annoyed with advertisements, whereas 82.9% respondents mention that it totally depends on the type of advertisement, whether it is annoying or not.
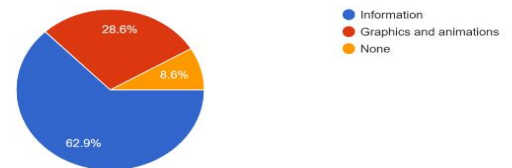

Fig.6. Percentage of respondents who believe advertisement

In the above figure, we can say that 77.1% of respondents does believe in advertisements whereas 22.9 of respondents does not believe advertisements.
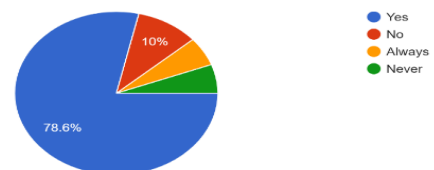

Fig. 7. What does respondents like about advertisement?

In the above fig. 7. it shows, what respondents likes most about the advertisement, we found that 62.9% of the respondents watch due to information in advertisements and 28.6% watch because of graphics and visualizations.
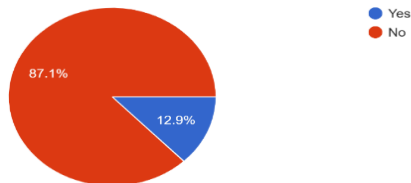

Fig. 8. Is advertisement being helpful for purchasing products?

The above fig helps us to know about the behavior of the respondents, is advertisement is helpful for them to purchase the products, the answer of 78.6% respondents is yes, 10% said not useful for purchasing products.
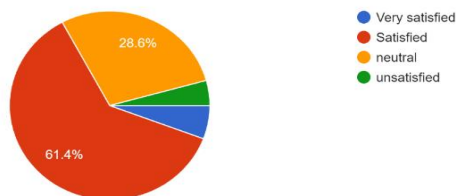
Have you ever paid for an advertisement?
70 responses

Fig. 9. Ever paid for advertisement?

This is the personal experience of respondent, 87.1% of respondents has never paid for any kind of advertisements and 12.9% of respondents paid for advertisements.

Level of satisfaction regarding the purchase of the product
70 responses

Fig. 10. Level of satisfaction after purchasing of the product

The above charts show that the, most of the respondents are satisfied only after purchasing product. Whereas there are respondents who are not even satisfied by purchasing product.

Findings

From this journey of evolution of advertisement, we **collected some findings and data** they are as follows: -

- With the evolution of advertisement as we see male use to watch the advertisements more as compare to the females.
- Earlier, people didn't have lots of choices and options because people saw one or 2 more ads multiple times, but during current time period people have lots of options as well as choices because people can see lots of advertisements with different brands. People are also going through confusion because there are lots of options as well as choices.
- People usually buy products by watching advertisements on social media as well as on television.
- Earlier, advertisements were shown for selling purposes but during current time period advertisements are shown for brand awareness and brand image improvement in order to make people consume a product.
- The first advertisement that ever showed up on Indian television was Gwalior Suiting's in 1976! And in the world first ever TV ad played was Bulova Watches in 1941.
- More people used to watch advertisements in their free time while watching any web series and the other television movies and serials.
- people watch advertisement for more information on products and for purchasing.
- Less people usually preferred to go for paid advertisements as they found advertisement costly and out of their budgets.
- There are 2 channels of advertising- offline & online. Offline consists of TV ads, print (Magazines and Newspapers), Radio and Billboards. Online consists of SEO (Search

Engine Markets), Social Media, Mobile Ads, and Email**.**

Conclusion:

An ad was supposedly created by **Egyptians in the form of steel carvings.** They used different mediums, ways of broadcasting and customers' responses. During early days till 1990, India didn't have MNCs and India had closed market, but after 1991 India became an open market. Till 1990, people were stuck with one channel that was **DURDARSHAN,** and were also stuck with two separate serial called **Ramayana and Mahabharata.** People **didn't have lots of options as well as choices** because people saw only 1 or 2 ads multiple times, but during current time period, people have lots of choices and options as people can see lots of advertisements for different brands. Understanding evolution of advertising of India is important for marketers to understand. It will help them in understanding the trends in advertising. It will also help them prepare effective roadmap for effective advertising in India.

Bibliography and References:

1. Channels of Advertising, by Jose Angelo Gallegos
   https://www.tintup.com/blog/history-evolution-advertising-marketing/

2. Literature Review, Effectiveness of Advertising by Michelle Bonera

   https://www.researchgate.net/publication/232743560_The_effectiveness_of_advertising_a_literature_review

3. Literature Review, Evaluating Advertising Effectiveness of Creative Television Advertisements by Mazhar Ali

   https://www.researchgate.net/publication/299339497_Evaluating_Advertising_Effectiveness_of_Creative_Television_Advertisements_for_High_Involvement_Products

4. Calculation of Facebook Marketing Effectiveness in Terms of ROI, by Petr Weinlich

   https://www.researchgate.net/publication/329923656_Calculation_of_Facebook_Marketing_Effectiveness_in_Terms_of_ROI

5. A Pilot Study of Mobile Media Engagement, by Shadi Badawood

   https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1339368

6. Does Attitude toward the Ad Affect Brand Attitude under a brand Evaluation set, by P.Meryl Gardener

   https://ec.europa.eu/info/policies/justice-and-fundamental-rights_en

7. The value of Behavioral Targeting, by Howard Beales

   http://www.networkadvertising.org/pdfs/Beales_NAI_Study.pdf

8. Measuring the Effectiveness of Privacy Tools for Limiting Behavioral Advertising, by Richard Shay, Rebecca

http://www.andrew.cmu.edu/user/pgl/w2
sp2012.pdf

9. Regulating Online Behavioral Advertising, by SC Bennett

https://scholar.google.com/scholar_l
ookup?hl=en&volume=44&publicati
on_year=2011&pages=899-
62&author=Steven+C.+Bennett&titl
e=Regulating+Online+Behavioral+A
dvertising

10. Attention and Memory for newspaper advertisements, by J. Simola, M kivikangas

https://onlinelibrary.wiley.com/doi/a
bs/10.1002/acp.2918