



Status of Advertising Agencies in Vijayawada, Andhra Pradesh, India.

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Abstract: Promotional activities such as advertising, personal selling, sales promotion and public relations are prominent communications processes. All the attendant problems of developing an effective promotional strategy in domestic and international marketing also all cultural problems must be overcome to have a successful public visible promotional program. A significant consideration for foreign marketers is to ascertain that all constraints (cultural diversity, media limitations, legal problems etc.) are controlled so the right message is communicated to and received by the prospective common public and consumers.

In Public Relations, the main objective of the ad agencies is to create a positive image of the company or government or public interest-issued notices by organizing various activities, press meets, and articles published in various newspapers and magazines. Ad agencies also help build a solid brand message, as the effectiveness of the media is very strong in the country. It is very cost-effective too. There are various ad agencies available through which a company can achieve its objective. For example, Sreya's media is the best way to achieve it through the movie, and promotional advertisements on television, online streaming, newspapers and magazines; handbills, direct mail, and posters are the other forms.

In ad agencies, especially in Audio-Visual mediums, there are radio spots, film and television commercials, slide presentations and live shows in displays, hoardings, exhibitions, point-of-purchase promotions and demonstrations, market stalls and information booths.

Vijayawada is one of the second most significant cities in Andhra Pradesh, located in the state capital, "Amaravathi". Advertising agencies play a vital role in advertising various government programs, schemes and public events. Due to limited availability of labor and post pandemic economic crisis, ad agencies facing multiple issues. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers in cost effective manner. This research is summaries the current status of advertising agencies in Vijayawada, Andhra Pradesh.

Keywords: Advertising, Communications Process, Domestic Marketing, Vijayawada.

1. INTRODUCTION

The word advertising comes from the Latin word "advertere" meaning to turn the minds of towards". Some of the definitions given by various authors are: According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization." According to Indian Marketing Association, "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Advertising is used for communicating business information to present and prospective customers. It usually provides information about the advertising firm, its product qualities, the place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large-scale production, producers cannot think of pushing the sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where the tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

Digital Advertising Agency is an advertising agency that has evolved to meet the changing marketing needs in the digital age. Digital Agencies bring graphic design, copywriting, new technology, and modern marketing techniques specific to Digital Media. Digital marketing is advertising through digital channels, using search engines, social media, email, and other websites to connect with the public. It uses both organic and inorganic methods.

The Indian advertising industry has evolved from a small-scaled business to a full-fledged one. The advertising industry is projected to be Asia's second-fastest-growing advertising market after China. The Indian government has given tremendous support to the advertising and marketing industry. By 2022, the share of ad spending in India's Gross Domestic Product (GDP) is estimated to be around 0.45 per cent. In the financial sector, advertising expenditure is likely to increase, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render India's advertising and marketing industry a fertile space.

The '2023 Global Ad Spend Forecasts' report said the Indian ad market is forecast to grow 18.1% in 2022, driven by its strong 39.4% performance in the first half of the year. The report said digital will continue to be a key driver of the Indian ad market with 32% growth and 40% share of ad spends in 2023 when it is forecast to overtake television spending for the first time. India's advertising market is poised to expand 14.7% to reach \$12.6 billion in 2023, advertising and marketing agency Dentsu has said in a report. The '2023 Global Ad Spend Forecasts' report said the Indian ad market is forecast to grow 18.1% in 2022, driven by its strong 39.4% performance in the first half of the year. The report said digital will continue to be a key driver of the Indian ad market with 32% growth and 40% share of ad spends in 2023 when it is forecast to overtake television spending for the first time. The Government of Andhra Pradesh has established Andhra Pradesh Digital Corporation Limited (APDCL), Amaravathi, for strategically leverage the Digital Media platforms by building direct Communication with the people to propagate the government's vision to drive AP Digital Mission with desired objectives. The Government aims to publicize information about welfare and development schemes through visual content and messaging via Social/ Digital Media platforms.

APDCL will be the Nodal agency for all State Govt. Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. for advertising through Social/Digital Media through empaneled Social Media Platforms and Digital Advertising Agencies. This includes all paid outreach campaigns through Social/Digital Media. APDCL shall undertake Government's uniform communication strategy through Social/ Digital Media, as per the instructions of the Govt., from time to time.

NTR District was newly proposed and is named as NTR District as a mark of respect and recognition of the stellar contribution of Sri Nandamuri Taraka Rama Rao Garu, who officiated for 3 times as a Chief Minister of Combined Andhra Pradesh. NTR District with its district headquarters at Vijayawada, formerly called Bezawada. The District is divided into 20 Mandals covering 3 Revenue Divisions viz., 1. Vijayawada 2. Nandigama 3. Tiruvuru. The District is naturally Upland Zone. The upland consists of an undulating broken by the low ranges of Eastern Ghats. (The main sources of Irrigation in upland are tanks. It is being benefited by the water of Nargarjuna Sagar also The delta land is being irrigated by canals of river Krishna.

The population of the District is 2218591, Area: 3,316 Sq. Km, comprising of 305 inhabited and 16 uninhabited villages. There are 4 Municipalities viz., 1. Tiruvuru 2. Nandigama 3. Jaggayyapeta 4. Ibrahimpatnam and one Municipal Corporation in Vijayawada.

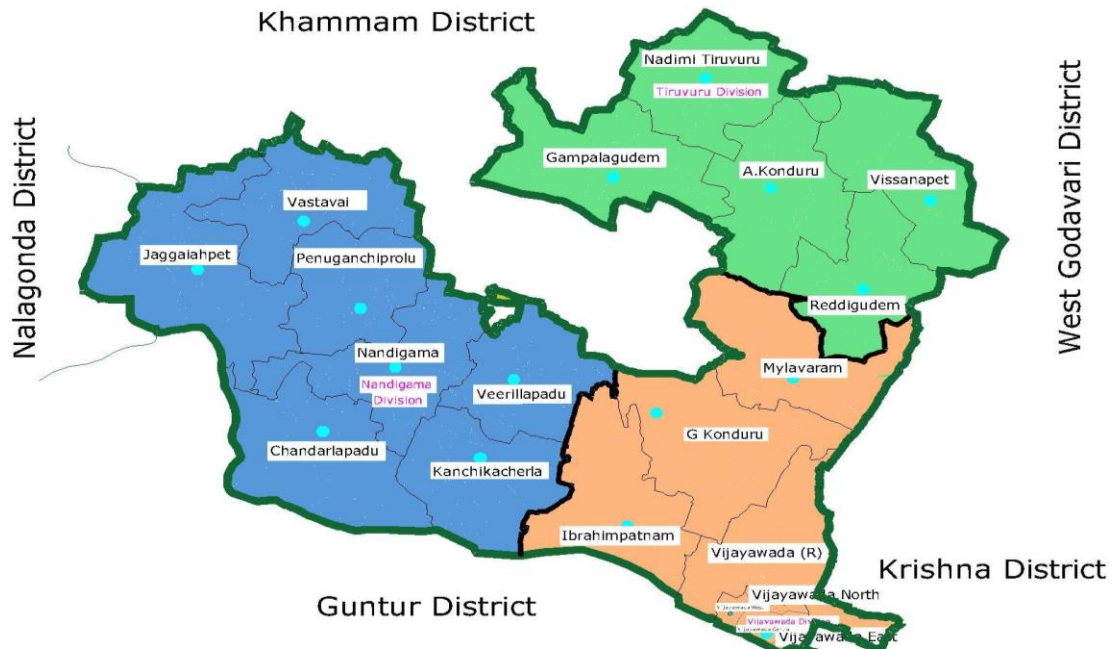


Figure-1. Vijayawada city and it's surrounding area. (Source: Google Maps)



Figure-2. Vijayawada city (The Hindu News Paper: Feb 28, 2019, 11:15 IST)

The global market rapidly growing in the last few decades. More and more products are being launched practically daily. The companies are engaged in cut-throat competition to highlight their products to the forefront. The more innovative the advertising, the better is the market. Herein enters the glamorous field of advertising. Advertising is brand building through effective communication and is a service industry. This requires the media's help to reach more people to communicate brand effectiveness.

Mainly the task of advertising lies with the advertising agencies who are accredited to the Indian Newspaper Society (INS) who in turn releases the advertisements in the newspapers, magazines, television, radio or any other mass media.

A career in advertisement is quite glamorous but the dazzling advertisements, which we view; involve a lot of hectic work hours and commitment. The reputation of any ad agency depends on the effective work being done and campaigns being released at the right time, to encompass maximum viewership. With more and more agencies, opening up every day the work has become more challenging. At present, there are about 550 accredited agencies in India, but there are several hundreds, which are not listed and are working on their own.

The tremendous growth in this industry has dramatically increased the career opportunities in this field. The salary structure in advertising is quite high and if one, have the knack for it and, can slog it out, then one can command the price and most of the fields, the industry has been male dominated but the modern educated women are matching up to the standards. There is no dearth of job opportunities in this field and adequate qualification will open up wide horizons for both men and women alike.



Figure-3. Overview of Advertising agency (Source: APDLC, Vijayawada)

At present, there are about 15-20 accredited agencies in Vijayawada and was approved by APDCL, but there are several hundreds, which are not listed and are working on their own. Our aim is to focus the advertising agencies current status, limitations and future aspects.

2. REVIEW OF LITERATURE

Indian advertising industry has a bright future in the years to come as evident from what it has done and what it has as a potentiality to do for India in socio-economic, cultural, ethical and educational spheres. Following points speak of its future. Today, India is world's 10th industrially fast developing country; 5th largest economy and 2nd in science and technology against all its household problems. As a unique country believing in democratic socialism, it has grown from strength to strength industrially in different size groups, namely, small, medium and large, both private and public. This growth of industries has necessitated mass marketing efforts and new products are finding places in new markets through advertising. Today, Indian business community knows the value of advertising and, therefore, prepared to invest and spend on advertising. The very fact that the advertising turnover is of the order of 49,800 million rupees amply clears that more and more business houses are going in for advertising with fat budgets. It is nothing but the full faith in advertising its creative work.

The advertising expenditure moved from 6,240 million rupees in 1986 to 49,800 million in 2022 where press media accounts for 58%, TV 18%, Radio 02%, cinema 02%, outdoor 07%, video 9% and others 04%. Today the mass communication media like T.V. and radio cover 76.60% and 93% of area and 90.10% and 98% of population in case of TV and radio respectively. However, today, we are part and parcel of globalisation and are exposed to brands caused by changed and copied life styles all over the world. Today we are talking of Coke, Pizza, Hut, Kentucky Fried Chicken, Nike, Adidas and so on. This has been possible by unprecedented growth in science and technology that brought us satellite or sky communication straight into our houses and flats. We have Star, C.N.N., ATN, ASIA, ZEE, MTV, E TV, ABN TV and GEMINI network TV to illustrate that have literally transformed the world into a global village. It is a village characterised by variety of hues, values and chromas, small fences and boundaries, wrangling and congenialities. The communication revolution forged by the developments in electronics and spurred by the launching of space satellites has brought about an avalanche of change never expected in the history of mankind.

The rapid growth of advertising industry has paved the way for its refinement and much desired professionalisation. It has not yet the full-fledged status of a profession but is moving faster towards that direction. Attempts are being made in India at present to start All India Institute of Advertising to impart the up to date knowledge in the area of advertising. Already many executives and personnel of middle level management in advertising companies, advertising agencies, media owners have had their formal education and training in advanced countries and are applying their professional knowledge and training to Indian situation. Further, we have the associations of advertisers, advertising agencies and media owners to protect their interests and regulate their practices through codes of conduct with a view to create and maintain a definite image of Indian advertising industry.

The economic growth of Japan during the latter half of the last century, the inter linked economy of America, Europe and Japan Popularly called as "Triad" and the recent success stories of Singapore, South Korea and Tiwan have created keen interest in globalisation. The globalisation process has far reaching impact on the strategy considerations of a company that wants to go global. It moves from micro or internal to macro or external environment making it facing global standards of quality, price and service. This needs deep professionalisation of every aspect of management to which advertising is not an exception.

The advertising sector is very much susceptible to the winds of change. Globalization is a significant trend, together with "glocalism", a more recent development by more experienced global advertisers.

2.1. Globalisation

Globalisation is changing the landscape that business is operating in. Before 1989, two geopolitical power blocks, each with its own ideological and economic system, faced off across the Iron Curtain. In today's post-cold war world, trade, commerce and technology have reconfigured the global balance of power equation. With the fading of national borders, governments and regional authorities are reshaping their roles and responsibilities. In many ways, market forces and large corporations increasingly impact people's lives.

An important question is whether the emerging global market and the purchasing power of the urban population are driving the homogenisation of lifestyles and popular culture. Between 1965 and 1998 average incomes in developing countries more than doubled. Per capita incomes are rising, and diet habits, mobility and resource consumption are changing to reflect industrialised country patterns. Consumer aspirations are increasingly similar in urban centres throughout the world.

However, fears of converging lifestyles and loss of identity appear overstated. If one defines living in poverty and consuming accordingly as lifestyle, it must be true that higher living standards alter lifestyle. Given that developed markets achieved this altered lifestyle before emerging ones, it is questionable whether emerging consumers are emulating developed (or northern or western according to how you want to describe them) consumers. It seems that if a developed lifestyle is described as watching TV, living in houses equipped with electrical devices, driving cars, and adopting a faster lifestyle, then emerging consumers are not apeing anyone, but are achieving a better standard of living while preserving whatever they wish of their traditional culture and lifestyle.

It is where traditional culture is inconsistent with the lifestyle changes that greater affluence brings that consumers are forced to make a choice.

2.2. Glocalism

Advertising is very close to people and to the trends that affect them. It is also totally dependent on business trends and reflects them closely. This is why the Indian advertising sector is so deeply influenced by the changes on a global level today. The change towards a worldwide market, the technology development and the shifts in consumer preferences and desires, binds the advertising sector ever closer to their clients and to the success or failure of their marketing, which increasingly demands cross-border communications.

Nidhi Tandon (2017), in his study, he determined that "Advertising" is a powerful tool of communication force, highly visible that helps to sell goods, services, and ideas etc., Advertising reflects the need of the times, whether we like it or not advertisements are seen everywhere. Advertising with its cognitive and persuasive nature can easily polish the mind of target audience and create the sense of motivation to purchase the value offered by the companies in the form of product, to satisfy their various needs which in turn helps to enhance the living standard of them. In the research they have highlighted the road map of Indian advertising industry.

Harikrishnan Nair (2017), in his study, he evaluated that, Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea. Advertisement had a drastic evolution and metamorphosed into the contemporary form. This change was not immediate, it was a gradual process. As humanity proceeded, human needs and desires also changed and newer products started coming up catering to the changing needs and desires and to supplement to these advertisements also evolved. In India we can trace the advertisements back to the ancient times when the emperors used pillars and temples to propagate his rules. His study aims to retrospect the root causes for the evolution of advertisements in India. The advertisement that we perceive today has developed as a result of evolution of several factors- social, economic, religious, political and technological, all the factors are considered, and due weight age given to understand the nuances of the evolution of advertising scenario in India. His study looks deeper into the details of media selection and on the evolution of advertising campaigns. An attempt is also made to explore the contemporary issues.

Anusha (2016), Advertising has come a long way today. More and more new medium was being explored each day to make a successful advertising campaign. Internet that has in recent times picked up as advertising medium has become the favorite of the advertiser in no time. Online advertisement, also called internet advertising uses

the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Her study reveals that the effectiveness of on-line advertising and usefulness and the reasons for using online advertisement. For this the study takes percentage and Lickert's scaling techniques.

Manjeet Singh, Vikramjit Singh (2015), In their study stated that, Online advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Their study examines that how consumers perceive the Internet as an advertising medium. It explores the perception and attitudes of respondent toward major factors affecting the online advertising. In order to review the relevant literature, research papers have been collected from the referred journals related to advertising, marketing and management. Qualitative approaches have been used in order to analyze and compare the main findings as well as applicability of the research papers. Hence, using an interpretative and critical approach through content analysis of the studies reviewed, the important measures viz. Research Methodology, Sample size, Respondents' profile have been taken into account for further inquiry.

However, contrary to what one might expect, the trend are not entirely towards creation of global advertising campaigns, industry has had to adjust to the realisation that the global village is a very unfamiliar place. The idea of using advertising formulas which had been successful in the developed industrial economies to the rest of the world seemed attractive, economical and logical. There are many such cases where, what are called one sight, one sound, one sell campaigns achievable and successful.

Indian advertising has a special and definite role to play in rural development; a real challenge for we Indians. Advertising with its mass media has brought many consumer and industrial goods to the notice of rural masses. The things they never knew earlier are the common items of consumption pattern of these. In fact, advertising has changed the very life styles of these rural people. The major problem with the rural masses is that of clearing the barriers of communication. In this context, radio and television will play special constructive role in meeting their needs such as good seeds, fertilizers, information on better techniques and methods of farming, effective marketing methods, schemes of governments. It can work wonders in solving social and economic problems of rural population such as family planning, rural industrialization, health programmes and the like.

Today, Indian advertising industry is preparing itself to welcome the new 21st century. With its vast potentials on one hand and self-regulation on the other, it is going to flourish in a big way. It will be welcomed as a profession with its impact on Indian cultures and sub-cultures. The greatest challenge of 21st century is fuel economy and, in this direction, it has already started teaching the people to conserve and research new sources of energy. Its growth is conditioned to a very great extent by the taxation policy of the Indian government. Advertising is no doubt a rich source of revenue for the government. However, this milking cow should not be made to starve. That is why it should grant special tax concessions for its self-growth and the growth of this creative advertising industry. At the same time, the Indian advertising industry should struggle hard to keep up its image through self-regulation than governmental intervention.

Roles of advertising agencies

An Advertising Agency or ad' agency is a service provider that work for clients to create an effective and goal-oriented advertising campaign aimed at representing the Company positively in the eyes of its target customers. Ad agencies help clients to do just this by, creating attention grabbing, persuasive and unique ad campaigner that make the brand stand out in the minds of customers.

- Advertising agencies produce logos, creating effective and attractive color schemes to draw the consumers attention to their clients, ads.
- They also prepare slogans and brochures, and write descriptive copy for sales of materials.
- They may produce public service announcements for charitable organizations and social programs as well, and issue press releases for new programs, events, and products.
- Advertising agencies use assorted forms of media promote their client's businesses or organizations, including magazine advertisements, newspaper ads, radio and TV commercials, web sites, and even infomercials. some also plan events, provide booths at conventions, and give away promotional items.

There are several associations that advertising agencies may belong to such as the Ad Council, the American Advertising federation, the international association of business communications, and the American Association of advertising agencies, AAAA. In addition to the existing legal instruments, self-regulatory guidelines and voluntary industry norms, such as those developed by the International Chamber of Commerce (ICC), play an important role in promoting high standards of consumer protection. Self-regulatory advertising systems respect

the same principle to discipline advertising without forbidding or placing any veto or slowing down any free economic initiative.

The Contribution of the Advertising Sector to Society:

- provides information on products, services, jobs, enabling informed decisions by citizens;
- provides a platform for competitive democratic elections;
- enables charitable institutions to support themselves independently;
- through advertising sales revenues, supports independent and diverse media choice and underwrites cost of a substantial proportion of programming;
- promotes causes and social issues from healthcare to education, safety and sustainability;
- through advertising and sponsorship makes mass access to diversity of sport, arts, music, and other cultural possible at lower cost; is enjoyed in its own right by consumers as a medium.

3. RESEARCH OBJECTIVES & METHODOLOGY

This study we analyzed and reported that what advertising does, and how it does it. It considers both the contribution that advertising can make to sustainable development, and the key challenges in the Vijayawada advertising agencies with the following research objectives.

1. To explore the emerging practices and patterns in advertising agencies in Vijayawada.
2. To explore the impact of advertising agencies in government adds, private adds and livelihood Vijayawada.
3. To study the financial status of advertising agencies in Vijayawada.
4. To discover and analyze the relationship between government and private sector with advertising agencies in Vijayawada.

4. Methodology

We have collected the data in the field mainly from advertising agencies in Vijayawada and collected pictures from hoardings at different locations as suggested by them. Research data also collected from secondary data bases such as Ministry of Information and Broadcasting, Government of India, AP Digital Corporation, Government of Andhra Pradesh and various internet database; data was analyzed by using thematic analysis Qualitative Data Analysis.

4. RESULTS

4.1. DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis. So, both are inter-dependent.

In this chapter a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses were also tested based on the findings of the study, interpretations and conclusions were drawn. In this chapter the following statistical techniques for the analysis of the data gathered for the present study in Vijayawada viz., Descriptive analysis and Inferential statistics etc.

4.2. DESCRIPTIVE ANALYSIS ON SAMPLE

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader. The Frequency distribution of each Questionnaire is explained by the table with the charts.

Table-1 Advertising agencies ownership in Vijayawada.

S. No	Agencies ownership	Frequency	Percentage (%)
1	Government	10	4
2	Private	241	96
	Total	251	100

Table-1 describes the agency ownership of the advertising agencies 4% of Advertising agencies were owned by the government sector and 96 % of advertising agencies were owned by private sector because the private sector is more interested than the public sector. 96% of the advertising agencies were owned by the private sector in the Vijayawada.

Table-2 Agencies Experience in Years

S. No	Experience in years	Frequency	Percentage (%)
1	Below 3	200	80
2	3-5	26	10.2
3	5-Above	24	9.8
	Total	300	100

Table-2 illustrates that 80% of Advertising agencies in Vijayawada have experience below 3 years considers as the startups in the advertising industry, 10.2% of Advertising agencies have experience between 3 to 5 years, are having more competitors in this field and 9.8 % of Advertising agencies were above 5 years of experience, the agencies were existing in this industry by servicing the clients forever. 80 % of the agencies had below 3 years of experience.

Table-3 Types of Advertising Agencies in Vijayawada

S. No	Types of Advertising Agencies	YES		NO		Total
		Count	%	Count	%	
1	Full Service Agencies	250	100	0	0	250
2	Interactive Agencies	205	82	45	18	250
3	Creative Boutiques	95	38	155	62	250
4	Media Buying Agencies	120	48	130	52	250
5	In- house Agencies	140	56	110	44	250

Based on the above table it is clearly stated that full-service agencies were large in size, dealing with all the stages of the advertisement and it starts the work from collecting the data to analyzing and till the settling of bills to the media. All the agencies were full services agencies.

In Vijayawada, 82% of Advertising agencies was interactive agencies where they use new concepts, innovative ideas and use modern methods of communications. Interactive agencies uses the online method and use mobile phones for sending personal messages. Out of 250 advertising agencies 205 advertising agencies were interactive agencies. 62% of advertising agencies are considered as Creative agencies and it is well known for creative advertisements and innovative advertisements, as they were small in size with their copywriters, directors and creative people. Out of 250 advertising agencies 95 advertising agencies were creative boutiques. 52% of Advertising agencies were considered as the Media buying agencies and agencies, where the name itself can identify the place where they buy and sell it. These types of advertisers have the slots in the radio and the television at the opted time for telecasting the advertisement. Out of 250 advertising agencies 120 advertising agencies were media buying agencies.

44 % of Advertising agencies were considered as In-house agencies were like full services agencies where they work according to the need and the requirements of the organizations. Out of 250 advertising agencies 140 advertising agencies are considered as the inhouse agencies. 100% of the full service agencies were studied.

Table-4. Services Offered by the Advertising Agencies in Vijayawada

S. No	Services offered by Advertising Agencies	YES		NO		Total
		Count	%	Count	%	
1	Branding	245	98.00	5	2.00	250
2	Digital Marketing	240	96.00	10	4.00	250
3	Web Design	150	60.00	140	40.00	250
4	E. Com Development	110	44.00	130	56.00	250
5	Content Development	130	52.00	120	48.00	250
6	App design and Development	140	56.00	110	44.00	250
7	Social media marketing	120	48.00	130	52.00	250
8	Digital Advertising	180	72.00	70	28.00	250
9	Photography	115	46.00	135	54.00	250

10	Video Shooting	85	34.00	165	66.00	250
11	Animation	95	38.00	155	62.00	250
12	Print Design	200	80.00	50	20.00	250
13	E mail Marketing	125	50.00	125	50.00	250
14	Add – films production	75	30.00	175	30.00	250
15	Event Management	75	30.00	175	30.00	250
16	Marketing Analysis	75	30.00	175	30.00	250
17	Graphic Design	65	26.00	185	35.00	250
18	Customer Acquisition Marketing	90	36.00	160	64.00	250
19	Newspaper Advertising	150	60.00	100	40.00	250
20	Promotional Strategy	100	40.00	150	60.00	250
21	Others	50	20.00	150	80.00	250

Branding is the services offered by the 98% of the advertising agencies in Vijayawada. 96% of advertising agencies services offered the digital marketing services in order to connect the potential and current customers through the search engine, social media, email and their websites.

60% of advertising agencies are involved in web design which encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design and search engine optimization.

In Vijayawada, 52% of advertising are content developers which includes use their skills, knowledge and experience in software and programming as well as web-based technology, to create and update for the websites. In Vijayawada, 56% of advertising agencies are doing the services of the app development through the mobile apps such as personal digital assistants, enterprise digital assistants or mobile phones. 48% of the advertising agencies are using Social media marketing technique is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. 72 % of advertising agencies are rendering the services in digital advertising, also called Internet advertising. This internet advertising is used to deliver promotional advertisements to consumers.

Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or web sites. 46 % of advertising agencies are involved in photography, which means to take photos for commercial use. It is often associated the advertisements, sales pitches, brochures, product placements as well as merchandising. 34% of advertising agencies is involved in video shooting. 38% of advertising agencies is involved in animation. Branding, digital marketing print design was the major services offered by the advertising agencies.

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The most crucial role of the advertising sector in the future will be in signposting the way to more sustainable products and providing information from both government and private sectors for consumers. For this to happen requires many things to be in place:

- Companies to devote more research and development to producing such products;
- Advertisers and their agencies to be more aware of sustainability issues, advertising codes and best practice;
- Consumers to be given guidance to help them overcome their assumption that sustainable products are likely to be more expensive and/or less effective;
- Restrictive legislation in some cases to be removed.

The advertising industry fulfils the basic need of an industrial society having a system of mass production of consumer goods. It acts as the communication link between the producers of goods/services and the consumers of these goods and the services.

This is necessary because the consumers are widely scattered and are ignorant of the goods and services available and near qualities and prices. By disseminating such information, the advertising industry helps in marketing the goods and services produced in the country. Thus, advertising industry plays a very significant role in the smooth functioning of the economy. The advertising industry's importance may be judged by its contribution to Government revenue, as well as its contribution to employment. As regards contribution to revenue, in 2021-2022 ratio contributed 44, 800 crores.

The advertising industry provides employment to a wide spectrum of highly skilled and trained professionals. It provides employment to accountants, copywriters, visualizers, artists and art directors, media executives and production executives, directly. All the constituents of the advertising industry viz. the media, the advertisers, the advertising agencies and regulatory agencies of the advertising industry, provide employment. While exact figures of employment generated are not available, the industry as a whole is known to provide more than a million jobs in the aggregate.

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