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ADVERTISING AND PROMOTION STRATEGY

SEMESTER - VI

BUSINESS ADMINISTRATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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BACHELOR IN BUSINESS ADMINISTRATION

ADVERTISING AND PROMOTION STRATEGY

Block 1

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BLOCK INTRODUCTION:

This is the second block of the course “Advertising and Promotion Strategy”.The Block is divided into 8 units and is primarily a learner oriented Self learning material, as it satisfies the requirements of the learners in the filed of Marketing.

This block comprises of the following eight units:

The first unit introduces us to evaluating advertising effectiveness

The second unit promotion mix and elements.

Third unit explains about Promotion Tools.

The fourth unit gives us an idea on Sales Promotion.

The fifth unit is about Personal Selling

The sixth unit gives us a broad idea of Direct Marketing.

The seventh unit is about ethics in Advertising

Eighth and the last unit of this block explains some of the cases related to advertising.

UNIT 8 : EVALUATING ADVERTISING EFFECTIVENESS

UNIT STRUCTURE

8.1 Leaning Objectives

8.2 Introduction

8.3 Deciding on Reach, Frequency and Impact

- 8.3.1 Advertising Reach
- 8.3.2 Advertising Frequency
- 8.3.3 Advertising Impact

8.4 Copy Testing

8.5 Advertising Recognition and Recall Tests

8.6 Issues in Assessing Impact of Advertising

8.7 Measuring the Performance of an Advertising Agency

8.8 Let Us Sum Up

8.9 Answers to Check Your Progress

8.10 Model Questions

8.1 LEARNING OBJECTIVES

By the end of this unit, you will be able to:

- define the reach, frequency and impact of advertising
- explain copy testing
- explain the advertising recognition and recall tests
- discus the issues in assessing impact of advertising
- describe the performance of an advertising agency.

8.2 INTRODUCTION

An advertisement, in order to be effective, must be designed keeping in mind the age group of the targeted customers, the geographic location and also the cultural aspect. In this unit we will discuss briefly, reach, frequency, copy testing, performance of advertising agencies etc.

8.2 DECIDING ON REACH, FREQUENCY AND IMPACT

8.2.1 Advertising Reach

It is important for an advertiser to understand his target segment of customers before advertising the product or service. In marketing, the concept of segmenting, targeting and positioning are important and need to be constantly taken into consideration by the advertiser. It is important for the advertiser to know the probable customers for whom the product will be advertised. An advertisement will be effective only when the advertiser have knowledge of the demographic, cultural and geographic segments of the target customers.

For example, in terms of age, Pampers, a baby product is advertised in a manner keeping in view the requirement of the baby. Similarly, HFDC Life insurance in its advertisement had advertised its post retirement plans with the tag “jiyo sar utha ke”.

Also, we have seen that “Coke” had involved film star Aamir Khan in its earlier advertisement to market its product in a unique way for the rural customers. Moreover, in order to ensure that its product reaches the rural customers, “Chota Coke’ was introduced.

Advertisers therefore must understand the customers and thereafter try to position their products or services in the minds of their targeted segments.

8.2.2 Advertising Frequency

It is indeed important for the advertiser to know when and how often he should advertise the product. For example, some household products are advertised during the day, preferably during noon so that the homemakers may be targeted. However, most products are advertised during the prime time, i.e. preferably during the evening hours so as to attract most of the customers. Moreover,

there are certain products that are advertised only on popular sports channels so as to target mostly the young customers who are attracted towards sports or adventure. Also products advertised in certain magazines in the business class inside flights are not found in other common magazines. The reason is to attract the HNI customers.

In advertising, we know are familiar with the three concepts of selective attention, selective distortion and selective retention. Every moment the customers come across different types of advertisements. Certain advertisements are able to attract them while most are avoided. In order to sustain in the competition, advertisers must frequently advertise their products in such a way so that it can attract the customers. However, it must be ensured that the products so advertised should be in such a way that it is able to meet the customers' expectations or else the amount invested will be wasted.

8.2.3 Advertising Impact

That the advertisement has been able to create an impact can be judged by the number of preferences it got from the customers. That means customer response for the product. In order to gain a positive and wide response from the customers, the advertiser must create an ad that is able to satisfy the most unmet need of the customer.

For example, Reliance Jio has been able to meet the most unmet need of the customers. It is a perfect example of advertising reach, frequency and impact. Standing on the Digital India campaign, the company has reached the targeted customers in a significant way which is highlighted in the high and positive response from the customers.

8.3 COPY TESTING

Copy testing refers to checking the effectiveness of an advertisement in terms of recall, content and how well the message was comprehended. As the company has to bear a huge advertising expense therefore the ad should be such that the targeted audiences are persuaded to buy the product or service being advertised. Therefore, copy testing is a tool to check the effectiveness of an advertisement. Copy testing can be performed before and after releasing the advertisement in the media. In the first case, it is termed as pre testing and in the second case it is termed as post testing. The results obtained in the pre-tests are used to make improvements if required in the final advertisement. Post-tests, on the other hand, reveal how the advertisement was perceived by the target audiences, i.e. whether it was successful or not. In copy testing, the advertisement is shown to the audience and their reactions are studied. This helps in evaluating the appeal of the advertisement to the target customer and whether the message was communicated properly.

8.4 ADVERTISING RECOGNITION AND RECALL TESTS

Recognition test is a special type of tests in advertising that is used to measure the awareness level of the target audience regarding an advertisement to which he has been exposed to. In this an advertisement is shown or described to the respondents and his verbal responses are noted. If the respondent has seen the advertisement, then he is asked questions regarding the copy of the message, name of the brand etc. Tests which are used to check the recognition are:

a) **Mail Survey:** In this a questionnaire containing the description of an advertisement and a few questions regarding the advertisement is mailed to the target audience. The brand name is not revealed and the respondents have to identify it. Respondents are then required to fill up the questionnaire and mail back the filled up forms. Such surveys are also conducted to measure the recognition for radio and TV

commercials.

b) Starch Tests: This test is intended to find out whether a reader has observed a particular advertisement in a magazine. Daniel Starch, a psychologist had invented this test in 1923 to measure the effectiveness of print ads. The pre-condition for such a test is that the respondents should have already read the same issue of the magazine in normal conditions as a regular reading. During the test, the respondents are asked whether he has seen or read the advertisement before. Depending on the responses, the advertisement in the magazine are divided into three categories:

i. **Read Most:** The respondents read half or more of the copy.

ii. **Seen Associated**: The respondents read only that part of the advertisement which describes the brand or service.

iii. **Noted:** The respondents remember seeing the advertisement.

Starch scores obtained in such a manner are found to be highly reliable. This test also reveals that the recognition of an advertisement also depends on the product class, variable of the copy (size, colour, etc) and media used.

Recall is defined as the process of remembering something or recovering information by mental effort. It is based on the theory that the commercial leaves an impression on the mind of the person who has seen it. Recall tests are designed to measure an advertisement's impact by asking respondents to recall particular components of an advertisement.

Depending on the amount of help given to the respondents to recall the advertisement, the recall is classified as unaided recall and aided recall. In unaided recall the respondent is not prompted with any elements of the advertisement. He is given only the name of the product or service. It involves the respondent questions like 'name the soft drinks he knows'. In aided recall, the respondent is prompted with the brand name or some pictures of a commercial. It involves questions like 'have you heard of a soft drink called Mountain dew?'

Day-After-recall tests

Day-after-recall (DAR) test was designed by George Gallup in 1940.

This test is conducted 24 hours to 72 hours after the telecast of the commercial. The respondents are selected randomly and are contacted by telephone. They are asked if they remember watching any advertisement of the product category. If the respondent replies with the correct brand name, then the response is called unaided recall. Otherwise the respondent is given some more information about the commercial.



CHECK YOUR PROGRESS

Q 1: An advertisement will be effective only when the advertiser have knowledge of the ....., ... and ..... segments of the target customers.

Q 2: In advertising, we know are familiar with the three concepts of ....., ... and .....

Q 3: Define Copy testing.

.....

.....

Q 4: What is Recognition tests?

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.....

Q 5: What is Recall tests?

.....

.....

8.5 ISSUES IN ASSESSING IMPACT OF ADVERTISING

Advertising today have become a part of our day to day lives. This 21st century can be rightly called as the age of advertising. Advertising has been able to cast a deep impact in the social as well as the economic aspect of our day-to-day activities.

Social Aspect of Advertising

Though the main aim of advertising is to enhance the sales and generate profit for the organization yet today with the passage of time, it has become an indispensible part of our modern society. Some people are of the opinion that advertising has both positive as well as negative impact on the society. That advertising have had a positive and effective role in the society can be assessed by whether the advertisement has any message for the welfare of the society or whether it is able to improve the standard of living of the people, has been able to highlight the cultural values of the society etc. A society consists of people with diverse habits, customs, attitudes, beliefs, rituals and values. An advertiser must understand these factors well before advertising a product or a service. Similarly, advertising and culture are indispensible. An advertisement must be able to link the product or the service with the culture, values and customs of a society. It will not be entirely wrong to say that the cultural norms, beliefs and values are the basis for selecting and evaluating the goods and services.

Economic aspect of advertising

Sahni, N.K., and Gupta, M., (2011); "Advertising and Sales Management (Text and Cases)", have mentioned that advertising is a sub-system of the economic system. It is indirectly the backbone of any economic activity as it touches and influences the life of each and everyone within the society. Not only that advertising has an impact on the production and distribution costs but also on the consumer prices of various products as well. It is indeed true that the prices of different goods and services would have been otherwise low if there would have no advertisement at all. The expenditure incurred on advertising the products and services are in some way passed on to the customer who will have to bear the burden of it in the form of high cost of the products. But it is also known that effective advertising will also enhance sales volume and will therefore indirectly lead to reduction in cost of production and distribution.

8.6 MEASURING THE PERFORMANCE OF AN ADVERTISING AGENCY

An advertising agency is an integral part in the world of advertising. It is bestowed with the responsibility of creatively designing an ad to its successful implementation so as not only to persuade the target customers towards the products but also to enhance the sales volume and net profit of the respective company. A company has to make significant investment for the success of an ad campaign. Here, the role of an agency is significant. In order to stand up to the high customer expectations and also to sustain in the cut throat competition, an advertising agency has to come up with some sort of inquisitiveness in designing an ad. The effectiveness of an agency can be measured and known by the number of responses that the ad campaign receives. From the company's point of view, the success of an agency would be highlighted if there is a significant rise in the sales volume of the product. Its performance becomes even more prominent during the festive season, when they come up with much more creativity in the ads that they design for the company because it is mostly during such times that there is a possibility of high sales.

For example, most of the ads in case of consumer durables companies are prepared by the advertising agencies wherein the names of the dealers and distributors of the company are incorporated so that the customers can contact them regarding product related information. Therefore the company sales people often visit the dealers to know about the status of their products in terms of the sales volume. Moreover, an advertising agency must also take into consideration that the ad is cost effective as well.

Overall, the work of an advertising agency will be considered successful, if it is able to attract the target customers well and is able to generate greater awareness about the products through the ad which will bring in more revenue for the company and is cost effective.

) No 1:



8.7 LET US SUM UP

- An advertiser to understand his target segment of customers before advertising the product or service.
- Selective attention, selective distortion and selective retention are the three concepts of advertising
- Advertisers must frequently advertise their products in such a way so that it can attract the customers.
- A good advertisement is one where targeted audiences are persuaded to buy the product or service being advertised.
- Recognition and Recall tests are used to measure the effectiveness advertisement.
- The main aim of advertising is to enhance the sales and generate profit for the organization
- Advertising has both positive as well as negative impact on the society.
- Advertising has an impact on the production cost, distribution cost and on the consumer prices of goods and services.



8.8 FURTHER READINGS

1) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education



8.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: An advertisement will be effective only when the advertiser have knowledge of the demographic, cultural and geographic segments of the target customers.

Ans to Q No 2: In advertising, we know are familiar with the three concepts of selective attention, selective distortion and selective retention.

Ans to Q No 3: Copy testing is a process to check the effectiveness of advertisements in terms of recall, content and how well the message was comprehended

Ans to Q No 4: Recognition test is a special type of tests in advertising that is used to measure the awareness level of the target audience regarding an advertisement to which he has been exposed to.

Ans to Q No 5: Recall test is defined as the process of remembering something or recovering information by mental effort. It is based on the theory that the commercial leaves an impression on the mind of the person who has seen it.

The effectiveness of an advertising agency can be assessed by the increase in the sales volume of the products, customer response, revenue generation for the company and cost effectiveness.



810 MODEL QUESTIONS

Q 1: Discuss the concept of advertising reach, frequency and impact with examples.

Q 2: Why Copy testing is important?

Q 3: Explain Recognition and Recall test of advertising.

Q 4: “Advertising has both positive and negative effect on the society”- Explain.

Q 5: How can the performance of an advertising agency be assessed?

*** ***** ***

UNIT 9 : SALES PROMOTION

UNIT STRUCTURE

9.1 Learning Objectives

9.2 Introduction

9.3 Meaning and importance of Sales Promotion

- 9.3.1 Components of Promotion Mix
- 9.3.2 Defining Sales Promotion

9.4 Difference between Sales Promotion and Advertising

9.5 Tools and Techniques of Consumer Sales Promotion

9.6 Trade Promotions

9.7 Organising Sales Promotion Campaign

9.8 Let Us Sum Up

9.9 Further Reading

9.10 Answers To Check Your Progress

9.11 Model Questions

9.1 LEARNING OBJECTIVES

After reading this unit, you will be able to –

- define promotion mix
- define Sales Promotion
- describe Tools and Techniques of Consumer Sales Promotion
- explain Trade Promotions
- explain Sales Promotion Campaign.

9.2 INTRODUCTION

In the earlier units, we have discussed briefly about different promotional mixes. In this unit, we will be discussing about one of the important components of promotion, that is sales promotion.Sales promotions are incentives to consumers or trade that are designed to stimulate purchase. The promotions typically last for a set period of time

and are used to achieve a specific purpose, such as increasing market share or unveiling a new product.

It can be of different forms. Different sales promotional tools are- coupons, contests, premiums, sweepstakes, refund, demonstration or display. Some classic examples are 25% off, buy one get one free, money back offer etc. Companies use sales promotion tools to draw a stronger and quicker buyer response. Sales promotion can be used for short run effects such as to dramatize product offers and boost sales. In contrast to advertisingand personal selling, which are generally used on a continuous or cyclical basis, sales promotion devices get more irregular use. Generally, the promotional activities are for short duration. At the end of this unit, we will discuss about trade promotion and how to organise Sales Promotion Compaign.

9.3 MEANING AND IMPORTANCE OF SALES PROMOTION

Promotion is one of the major components of marketing mix. The purpose of promotion is to reach the desired consumers and persuade them to act positively towards the specific product or services. A company may have a well-designed product offering with a price and distribution system appropriate to its target market. But if it is unable to reach that market, then all its efforts will have been in vain. Promotion is responsible for awakening and stimulating consumer demand for the product. Basically, promotional mix is the use of different advertising and communication channels in a coordinated way to run an effective marketing campaign. These coordinated campaigns are part of an effective integrated marketing communications plan. The most important factor in determining the optimal mix is identifying the target market. Once a company knows its target market, it can then research its use of various media outlets in order to come up with the best combination of marketing materials to reach the defined target.

9.3.1 Components of Promotion Mix

Businesses use various promotional methods to communicate with individuals, groups and organizations. Just as product, price, distribution, and promotion make up the marketing mix, so four components make up the promotion mix. The promotion mix is the specific combination of these four promotional methods-advertising, personal selling, sales promotion, and publicity- that an organization uses for a specific product. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service.

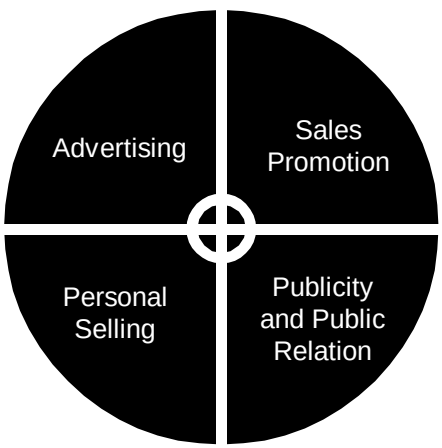


Fig 9.1: Different components of Promotion Mix

9.3.2 Defining Sales Promotion

Sales promotion consists of different activities used to sell products. They are activities that give consumers a short-term incentive to make a purchase.Many of us occasionally delay a purchase until the wanted item "goes on sale." Sometimes we make an unplanned purchase because of a coupon. Perhaps our loyalty to some brands we use now began with a free sample. If any of these are true for us, then we took advantage of an extra incentive to buy broadly known as "sales promotion."

Definition: Sales promotion is an activity or material that offers consumers, salespersons, or retailers a direct inducement

for purchasing a product. Different sales promotional tools are- coupons, contests, premiums, sweepstakes, refund, demonstration or display. Some classic examples are 25% off, buy one get one free, money back offer etc.

Different types of sales promotion are discussed as follows:

Basically, sales promotion is of two types, one is consumer-oriented sales promotion and the other is business oriented sales promotion.

In consumer-oriented sales promotion, when any benefit is provides by the manufacturer to the customer, it is called as ***consumer promotion***. Again, when any benefit is provides by the retailer to the customer, it is called as ***retail promotion***.

There are three types of business-oriented sales promotion. ***Trade promotions*** are some benefits offered by manufacturers to wholesalers and retailers. ***Industrial promotions*** are benefits offered by and to raw materials suppliers' component parts manufacturers, and final producers or manufacturers. And ***business promotions*** are benefits offered by business product suppliers to any other business or organization.



Fig 9.2: Types of Sales Promotion

Advantages of sales promotion:

- Companies use sales promotion tools to draw a stronger and quicker buyer response.
- Sales promotion can be used for short run effects such as to dramatize product offers and boost sales.

- Excellent approach for short term price reductions for stimulating demand.
- A large variety of sales promotion tools to choose from.
- Can be effective for changing a variety of consumer behaviours.
- Can be easily tied in with other promotional tools.

Limitations of sales promotion:

- Sales promotion devices get more irregular use.
- They are used mainly for short term gains.
- May influence primarily brand-loyal customers to stock up at lower price but attract few new customers.
- May have only short term impact.
- Over use of price related sales promotion tools may hurt brand image and profits.
- Effective sales promotions are easily copied by competitors.

Objectives of sales promotion:

Sales promotion aims at enhancing sales by giving customers an extra value. Some of the objectives of sales promotion are:

- Fast sales boost.
- Encourage trial purchase
- Encourage repeat purchase
- Stimulate purchase of larger stocks
- Gain distribution and shelf space

9.5 TOOLS AND TECHNIQUES OF CONSUMER SALES PROMOTION

Sales promotion includes techniques like free samples, premium on sale, sales and dealer incentives, contests, fairs and exhibitions, public relations activities, etc. Sales promotions are those activities, other than advertising and personal selling that stimulate market demand for products. The basic purpose is to stimulate on the spot buying by prospective

customers through short-term incentives. These incentives are essentially temporary and non-recurring in nature.

Some of the important ***consumer sales promotion*** techniques of sales promotion are as follows:

(1) Rebate: Under it in order to clear the excess stock, products are offered at some reduced price. For example, giving a rebate by a car manufacturer to the tune of 12,000/- for a limited period of time.

(2) Discount: Under this method, the customers are offered products on less than the listed price. For example, giving a discount of 30% on the sale of Liberty Shoes.

(3) Refunds: Under this method, some part of the price of an article is refunded to the customer on showing proof of purchase. For example, refunding an amount of 5/- on showing the empty packet of the product priced 110/-.

(4) Product Combination: Under this method, along with the main product some other product is offered to the customer as a gift.

(5) Quantity Gift: Under this method, some extra quantity of the main product is passed on as a gift to the customers. For example, 25% extra toothpaste in a packet of 200 gm tooth paste.

(6) Instant Draw and Assigned Gift: Under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed there upon which is immediately offered to the customer as a gift. For example, on buying a car when the card is scratched such gifts are offered – TV, Refrigerator, Computer, Mixer, Dinner Set, Wristwatch, T-shirt, Iron Press, etc.

(7) Lucky Draw: Under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots.

(8) Usable Benefits: Under this method, coupons are distributed among the consumers on behalf of the producer. Coupon is a kind of certificate telling that the product mentioned therein can be obtained at special discount. It means that if a customer has a coupon of some product he will get the discount mentioned therein whenever

he buys it.

(9) Full Finance @ 0%: Under this method, the product is sold and money received in installment at 0% rate of interest. The seller determines the number of installments in which the price of the product will be recovered from the customer. No interest is charged on these installments.

(10) Samples: Under this method, the producer distributes free samples of his product among the consumers. Sales representatives distribute these samples from door-to-door.

(11) Contests: Some producers organise contests with a view to popularizing their products. Consumers taking part in the contest are asked to answer some very simple questions on a form and forward the same to the company. The blank form is made available to that consumer who buys the product first.Result is declared on the basis of all the forms received by a particular date. Attractive prizes are given to the winners of the contest.

(12) Free Trial: A free trial is a way for a consumer to try a new product while eliminating risk. It may be used when a product is unique to the marketplace, which can make consumers leery of trying it out.

The techniques of sales promotion used by business houses are discussed below:

1. Distribution of Samples: Many big businessmen distribute free samples of their products to the selected people in order to popularise their products. Distribution of samples is popular in case of books, drugs, cosmetics, perfumes and other similar products. As the distribution of samples is very costly, this system is confined to those products of small value which have often repeated sales.

2. Rebate or Price-Off Offer: In order to increase sale, many producers introduce price off offer to the customers. Under this, the product is offered at a price lower than the normal price. For example, during off season (winter), ceiling fans, coolers and refrigerators may be offered at 20 to 30% off price.

Rebate offer is given for a limited period only, for example, Khadi Gram Udyog offers rebates on Khadi cloth and readymades to coincide with the month of Gandhi Jayanti every year.

3. **Partial Refund:** A firm may use the strategy of refunding a part of the price paid by the customer on the production of some proof of purchase of its product. For instance, the buyer of two cakes of a branded soap may be refunded Rs. 5 on returning the empty packages to the dealer.

4. **Discount Coupons:** A discount coupon is a certificate that entitles its holder to a specified saving on the purchase of a specified product. Coupons may be issued by the manufacturers either directly by mail through sales-force or through the dealers. The coupons are also issued through newspapers and magazines. The holders of coupons can go to the retailers and get the product at a cheaper price.

   The retailers are reimbursed by the manufacturer for the value of coupon redeemed and also paid a small percentage to cover handling cost. But many retailers do not patronise this method because it involves financial and accounting problems for them.

5. **Packaged Premium:** Under this, the seller offers premium to the buyer by way of supplying a gift along with the product or inside the product package. Premium on sales helps the salesman to make effective presentation, stimulate sale in a particular area, lead to enlistment of new customers and have the way for introducing new brands in the market. Premiums are generally given in the case of customer convenience goods such as packed tea leaves, blades, tooth-pastes and toilet soaps.

6. **Container Premium:** Several firms use container premium to push the sale of their products. For instance, Taj Mahal tea leaves, Ariel detergent powder, Bournvita, Kissan jams, etc. are made available in special containers which could be reused in kitchens after the product has been consumed. The reusable containers for packaging often have special appeal to the consumers who don't have to pay anything extra for the product.

7. **Contests:** There may be consumers' contests, salesman's contests and dealers' contests. Contests for salesman and dealers are intended for inducing them to devote greater efforts or for obtaining new sales idea in the task of sales promotion.

   Contests for consumers may centre around writing a slogan on the product. Such slogan centres around the questions as to the liking of a customer for the product, or formulation of new advertising idea for the product. Such contests are held through radio, T.V., newspapers, magazines, etc.

8. **Public Relations:** Public relations activities strive for creating a good image of the enterprise in the eyes of the customers and the society. These activities are not aimed at immediate demand creation. It is very common that big business enterprises convey their greetings and thanks to the people through newspapers and other media.

9. **Free Gift:** The customer does not get any benefit at the time of purchase, rather he gets it through mail. For this he has to send the proof of purchase (e.g., cash memo and wrapper) to the manufacturer to claim the gift which might be a diary or book or any other item. The gift is sent by the manufacturer by mail or through courier.

11. **Exchange Offer:** It means exchange of an old product with the new one after payment of the exchange price fixed by the manufacturer. Such offers are very common these days in case of electric irons, TVs, refrigerators, scooters, gas stoves, washing machines, etc.

11. **Product Combination or Gift:** It refers to giving a free gift on purchase of a product. Generally, the free gift is related to the product but it is not necessary. For example, Mug free with Bournvita, Toothbrush free with Toothpaste, DVD free with TV, Vacuum cleaner free Fridge, etc.

12. **Instant Draws and Assured Gifts:** Some sectors offer instant draws and assured gifts to their customers when they make purchases. The scheme may be like – "Scratch a card (or burst a cracker) and instantly win a car, A.C., fridge, T.V., computer or electric iron on the purchase of a T.V."

13. **Full Finance @ 0%:** Manufacturers of durables like bikes, T.V., A.C., etc. offer easy financing schemes even at 0% rate of interest e.g., "Pay Rs. 11,000 in cash and Rs. 30,000 in 12 equal instalments of 2,500 each by post-dated cheques and get a bike on the spot." This tool of promotion misleads the customers and so should be avoided by the marketers.



CHECK YOUR PROGRESS

Q 1: Define Sales Promotion.

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Q 2: State two advantages of Sales Promotion.

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9.4 DIFFERENCE BETWEEN SALES PROMOTION AND ADVERTISING

Sales promotion includes all those activities which promote sales such as distribution of samples, discount coupons, contests, display of goods, fairs and exhibitions, etc. Advertising, on the other hand, is any paid form of non- personal presentation and promotion of ideas, goods and services. Some of these differences are highlighted below.

i) Permanent vs temporary strategy

Advertising is a permanent strategy that involves marketing and sales, whereas sales promotions have a limited time frame.

ii) Different end goals

Advertising appeals to the wants and needs of a target audience, and seeks to persuade prospective customers that your company is worthy of their attention. The end goal with advertising isn't always to make a sale; in some instances, it's to set the stage for a sale in the future by

introducing prospects to your company's products and services. In contrast, sales promotions are strictly about moving products and services, and are designed solely to appeal to the financial consideration of a prospect.

iii) Indirect vs direct appeal

Advertising can involve a number of indirect methods to create the desired effect in a target audience, whereas sales promotions are not subtle or meant to be hidden in any way. For example, a skateboard company that's involved in advertising might talk about the type of material used to make the board, the rotational capabilities of the board's wheels, and the different types of jumps that skaters can attempt with the board.

Defference between Advertising and Publicity

Advertising	Publicity
1. Paid form- paid by the sponsor	1. Non paid form.
2. Presentation is programmed.	2. Presentation is non programmed.
3. Marketers exercise control.	3. Marketers have less control.
4. Advertising is positive.	4. Publicity may be positive or negative.

Source: https://cdn.businessmanagementideas.com/wp-content/uploads/2016/11/image-61.png

9.6 TRADE PROMOTIONS

While consumer sales promotions help pull a product through a marketing channel by increasing the consumer's demand for a product, trade sales promotions have the opposite effect. They work to push a product through the channel by increasing a retailer or other intermediary's demand. **Trade sales promotion** is a promotional incentive directed at retailers, wholesalers, or other business buyers to stimulate immediate sales.

Some of the important trade-oriented promotion tools are as follows:

1. **Cash bonuses:** It can be in the form of cash discounts or straight cash payments to encourage volume sales, product display, or in support of a price reduction to customers.

2. **Stock return:** Some firms take back partly or wholly the unsold stocks lying with the retailers, and distribute it to other dealers, where there is a demand for such stocks.
3. **Credit terms:** Special credit terms may provide to encourage bulk orders from retailers or dealers.
4. **Dealer conferences:** A firm may organize dealer conferences and dealers may be given information of the company's performance, future plans, and so on.
5. **Push incentives:** It is a special incentive given to the dealer in the form of cash or in kind to push and promote the sale of a product, especially a newly launched product.

9.7 ORGANISING SALES PROMOTION CAMPAIGN

As in the case of advertising, effective sales promotion involves an on-going process with a number of stages. The main stages which is involved in sales promotion planning are mention below:

1. **Establishment of objectives:** Sales-promotion objectives vary according to the target market. If the target is the customer, objectives could include the encouragement of increased usage or the building of trial among non-users or other brand users. For intermediaries, objectives could be to encourage off-season sales or offsetting competitive promotions. Sales-promotion activity could also be aimed at internal personnel, making up part of the reward system.
2. **Selection of promotional tools:** Promotional objectives form the basis for selecting the most appropriate sales-promotion tools. The cost and effectiveness of each tool must be assessed with regard to achieving these objectives in respect of each target market. The tools available to the service marketer are described in more detail in the next section.
3. **Planning the sales-promotion programme:** The major decisions that need to be made when designing the sales-promotion

programme relate to the timing of the promotion and how long this tool is to be used. Also important are the size of incentive, rules for eligibility and, of course, the overall budget for the promotion.

4. **Pre-testing:** This needs to be undertaken to ensure that potentially expensive problems are discovered before the full launch of a promotion. Testing in selected market segments can highlight problems of ambiguity, response rates and give an indication of cost effectiveness.

5. **Implementation:** The programme for implementation must include two important time factors First, it must indicate the 'lead time'- the time necessary to bring the programme up to the point where the incentive is made available to the public. Second, the 'sell in time' which is the period of time from the date of release to when approximately 90-95 per cent, of incentive material has been received by potential customers.

6. **Evaluation:** The performance of the promotion needs to be assessed against the objectives set. If objectives are specific and quantifiable, measurement would seem to be easy. However, extraneous factors could account for the apparent success of many sales-promotion activities.

   For example, competitive actions or seasonal variations may have influenced customers' decision making. It can also be extremely difficult to separate out the effects of sales-promotion activity from other promotional activity-or indeed from other marketing-mix changes.

Evaluating sales promotion:

The evaluation of an effective sales promotion program is generally divided into three phases:

1. Pre-testing: Before a sales promotion is offered.
2. Concurrent testing: When the sales promotion is operational i.e. when it is going on.
3. Post-testing: At the end of the sales promotion event.

Pre-testing

We can pre-test what a sales promotion would be communicating and how it would communicate with the target group of customers. We would like to know whether the customer here is at risk of buying an unfamiliar brand. Using “Focus Groups” and “Consumer Panels”, we can conduct a pre-test to analyze these factors.

At times, it is advisable to gather and assess the responses of resellers before launching a promotion program. The best way is to visit certain retailers, dealers and wholesalers, discuss the program with them and ask for their valuable suggestions. This is of paramount importance when the reseller’s support is very important in making the promotional campaign a success.

Concurrent testing

This phase of testing takes place during the promotion program i.e. when it is in progress. It allows the manager to make necessary changes to the program whenever and wherever requires. Sales data is used to carry out this kind of test; this data should be collected on a weekly or monthly basis. For e.g. the promotional tool used is a “Contest”. In that case, the promotional response can be assessed on the basis of entries received and requires the manager can also extend the contest period. We can have another example here. If “Coupons” are being used, the response can be evaluated on the basis on number of coupons redeemed by customers.

Post-testing

Post-testing is conducted after the promotion program has come to an end. Here, customers are contacted telephonically, questionnaires are also mailed to them, and personal interviews are also conducted to evaluate any change in their attitude towards or awareness of the brand. Personal Interview is the most expensive method here. Mail is the least expensive one.

To assess the effect of sales, one must take into account the sales level prior to the promotion period and compare it with the sales level that exist at the end of the promotion period. It must also be compared with

the sales figure of the period one month after the promotion has ended.



CHECK YOUR PROGRESS

Q 3: State two difference between Sales promotion and advertising.

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Q 4: What is Trade Promotion.

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9.7 LET US SUM UP

- In this unit we have discussed different promotional strategies, which can be summarized as follows:
- Sales promotions are incentives given to consumers to make them believe that they are getting more value for the money they are spending. It also encourages trial and repeat purchases.
- There are different sales promotional strategics for consumers and for business.
- Sales promotion is applied for short duration of time.
- The effectiveness of sales promotion can be measured through three phases ie. Pre testing, concurrent testing and post testing.



9.8 FURTHER READING

1) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education.

https://www.businessmanagementideas.com/sales-promotion-2/sales-promotion-objectives-importance-techniques-examples-methods-types-and-tools/18225.

9.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Sales promotion is an activity or material that offers consumers, salespersons, or retailers a direct inducement for purchasing a product.

Ans to Q No 2: Advantages of Sales Promotion:

- Companies use sales promotion tools to draw a stronger and quicker buyer response.
- Sales promotion can be used for short run effects such as to dramatize product offers and boost sales.

Ans to Q No 3:

i) Advertising is a permanent strategy whereas Sales promotion is for a short time frame.

ii) The end goal of Sales promotion is to make a sale whereas the advertising has other goals like awareness generation, competition oriented etc.

Ans to Q No 4: Trade sales promotion is a promotional incentive directed at retailers, wholesalers, or other business buyers to stimulate immediate sales.

9.10 MODEL QUESTIONS

Q 1: Define Sales Promotion.

Q 2: Discuss the components of promotion mix.

Q 3: What is consumer oriented sales promotion and business oriented sales promotion.

Q 4: Discuss different tools and techniques of sales promotion for both consumer and business.

Q 5: Discuss how to organize a sales promotion campaign.

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UNIT 10: PERSONAL SELLING

UNIT STRUCTURE

10.1 Learning Objectives

10.2 Introduction

10.3 Concept of Selling

10.4 Personal Selling

10.4.1 Objectives of Personal Selling

10.4.2 Functions of Personal Selling

10.4.3 Advantages and Disadvantages of personal Selling

10.5 Selling Process

10.6 Types of Sales person

10.7 Let Us sum Up

10.8 Further Readings

10.9 Answers To Check Your Progress

10.10 Model Questions

10.1 LEARNING OBJECTIVES

After going through this unit, you will be able to :

- define the concept of Selling
- discuss Personal Selling
- describe the objectives and Functions of Personal Selling
- identify the advantages and disadvantages of Personal Selling
- discuss the Selling Process

10.2 INTRODUCTION

Selling is a very important concept of marketing. Personal selling is one of the oldest forms of promotion. we have already got a fair idea about personal selling in BBA 5th semester. So, in this unit, we are going to discuss the concept of personal selling. The main aim of personal selling is to introduce a product or the company in the knowledge of the prospective buyers.

In this unit you we will discuss on the objectives, advantages and disadvantages of personal selling, functions of personal selling, and selling process.

10.3 CONCEPT OF SELLING

According to Australian Institute of sales and Marketing Executive's Journal, Selling, has been defined as "Persuading People to want, what we have to sell". The person who does this act, is called as the "Salesman", the result of this action as 'Sales', while these activities of the person, are supervised and controlled by "Sales-Management" .The quality of 'selling' is referred to as "Salesmanship".

Also we can say that selling is the art of convincing the consumer that buying the product or service will benefit him or her. Whatever product or service we're selling, we need to focus our selling efforts and tell about the benefits of our product or service to the consumer. The benefits may be different for different product, but unless the individual consumer is convinced he or she will not buy the product.

10.4 PERSONAL SELLING

Personal selling is a method in which salesperson uses his skills and techniques for making personal relationships with the customer. According to *American marketing Association*, "Personal Selling is an oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales".

Personal selling involves personal contact, face-to-face meetings or via a telephone conversation, Internet including using video conferencing or text messaging (e.g., online chat).

Examples of Personal Selling are as follows:

1. **Retail selling:** Retail Selling means selling in a retail counter or a shop
2. **Field selling:** Field Selling means Selling of product by going outside in the market

3. **Telemarketing:** Use of the telephone as an interactive medium for promotion and sales is known as Telemarketing.

4. **Inside selling:** Selling of product without going out in the market is called inside selling.

10.4.1 Objectives of Personal Selling

1. **Product Awareness**: Building awareness using personal selling is most important. A common job of salespeople is to educate customers on product offerings and discuss about new product launch and making aware of them about the new technologies and benefits.

2. **Creates Interest:** Personal selling involves face to face communication and makes the customer feel and touch the product which result in building interest about for the product. It gives an experience of the product for the first time. Creating interest goes hand-in-hand with building product awareness as sales person can often accomplish both objectives during the first encounter with a potential customer. For example, Free test drive of a car.

3. **Provide Information**: In Personal selling large part of the conversation focuses on product information. Marketing organizations provide their sales staff with large amounts of sales training and technical support through product brochures, research reports, computer programs and many other forms of informational material which should be provided to a customer.

4. **Causing Demand:** Once customer is aware of the product, showing interest and has sufficient information then most important objective of personal selling is to convince customers to make a purchase.

5. **Reinforcing the Brand:** A strong relationship can only be built over time and requires regular communication with a customer. Personal selling is intended to build long-term relationships with customers, Meeting with customers on a regular basis allows salespeople to repeatedly discuss their company's products and strengthen customers' knowledge of what the company has to offer.

6. **To increase the volume of Sales:** The objective of a sales person to increase the volume of sales through its customers.

10.4.2 Functions of personal selling

Following are the major functions of personal selling:

1. To Make Sales to both old and new customers.
2. Service to customers and remove doubts.
3. Keep Sales Record.
4. To give presentations.
5. Develop goodwill of the company.
6. To achieve sales target.

10.4.3 Advantages and Disadvantages of Personal Selling

Advantages of Personal Selling

1. It's a two-way form of communication which helps customer to fully understand and clear doubts about the product or the services with the salesperson
2. Builds strong long-term relationship with customers.
3. Personal selling is the most effective promotional option for reaching customers who are not easily reached through other methods.

4. Personal selling helps in getting reference and building strong database.
5. Personal selling is more flexible.

Disadvantages of Personal Selling:

1. Personal selling is more expensive because cost of maintaining efficient sales force is high.
2. Customer may misunderstand a sales person by his behaviour and can face some bad experience with them.
3. Its not easy to recruit right kind of a salesman who has the ability and potential to sell a product or service.
4. Once a salesperson leaves the jobs then all the good relationship of customer with which has been built gets along with him.

12.5 SELLING PROCESS

The personal selling process goes through six phases, which are discussed below:

1. Identifying Potential Customers:

Selling begins by finding potential customers. A potential customer or "prospect" is first identified as a sales lead. Salespeople may receive a list of sales leads based on inquiries through the company's website .However; Sales leads can come from many sources including:

1. Websites
2. Reference from previous customer
3. Newspapers, Internet, corporate press release
4. Cold call(contacting someone without pre-notification)
5. Corporate database
6. Personal and professional contacts.
7. Sales promotions and advertisement.



2. Approaching the Prospect:

This is the process of how to approach a customer. The salesperson needs some preparation before he meets the client, for example he may send an e-mail, make a telephone or post a letter.

- Before meeting with the client, sales person should set some objectives for the sales call.
- To save time, send some information before visit.
- Keep a set of samples at hand, and make sure that they are in very good condition.
- Within the first minute or two, the purpose of the call should be stated so that time with the customer gets maximized
- The salesperson should demonstrate to the client that they are not wasting his or her time.

3. Preparation for the Sales Call:

Now the next task is to prepare for an ultimate sales call. Before sales call, salesperson has learn more about the Customer. More information about a prospect allows the salesperson to be more confident in his/ her presentation and, consequently, come across as more knowledgeable when meeting with the prospect. Sales person will use their research

skills to learn about such issues as:

- who is the key decision maker
- what is the customer's organizational structure
- what products are currently being purchased
- how are purchase decisions made

Salesperson can attempt to gather this information through several sources including:

1. Corporate research reports, information on the prospect's website,
2. Conversations with non-competitive salespeople, who have dealt with the prospect,

Gaining this information can help prepare the salesperson for the sales presentation that compares the seller's products against products being purchased by the prospect. Additionally, having more information about a prospect allows the salesperson to be more confident in his/her presentation and, consequently, come across as more knowledgeable when meeting with the prospect.

Meeting is not just about the seller discussing the product, rather much more takes place during this part of the selling process including

- Establishing Rapport with the Prospect
- Gaining Background Information
- Listening and understanding Prospect responses
- Presenting the Product
- Assess the Prospect- to gauge the prospect's understanding and acceptance of what is discussed.

4. Handling Objections

It is a rare instance when a salesperson does not receive objection from a prospect. By objection we are referring to a cause of concern prospect has regarding the product (or company) and how it will work

for their situation. To overcome objection, salespeople are trained to make sure that they clearly understand the prospect's concern. Salespeople are rarely able to make the sale unless objection is overcome.

Steps of handling objection:

- Listen carefully to the objection (don't interrupt or anticipate).
- Ask permission to completely understand the issue.
- Ask questions, restate or clarify the objection.
- Choose the response carefully and keep it short.
- Propose the resolution to overcome the objection
- Ask whether the answer or proposed solution will satisfy the objection.

5. Closing the Sale

After handling the objections that the customer presents, the sales person musts ask for their business.

There are many techniques that can be employed in closing the sale, and we need to find the techniques that we can use comfortably. The close is not the end of the selling process but is the beginning of building a relationship.

6. Following up

Following up is the final activity in the selling process. It is maintaining relationship and beginning of the next sale cycle by repeat purchasing. Following up with a customer is important to build a long-term relationship.

Salespeople should work hard to ensure that customer is satisfied with the purchase and find other ways by which the salesperson can help the customer be even more satisfied with the purchase.

10.6 TYPES OF SALES PERSONS

1. Order Takers

Order takers are repeat sales seeker who does not require more sales effort. They arrange displays, restock, and answers phone call. Order Takers can be classified as:

- Inside Order Takers: Who receives orders by mail/phone, sales person in a retail store.
- Field Order Takers: Who travel to customers place and close the order. Some sale person use laptop computers to improve tracking of inventory and orders etc.

2. Order Getters

Order getters sell to new customers and increase sales to present customers; sometimes they are called creative selling. Generate customer leads, provide information, and convince customers and close sales.

3. Support Personnel

Support personnel are those people who facilitate the selling function. They distribute information regarding new goods or services, describe attributes and leave materials, but do not close sales. They spend much time helping customers, especially retail stores, to promote the product. Restock the shelves, set up displays. Technical Salespersons offer technical assistance to current customers. Service Salespeople interacts with customers after sale is complete.



CHECK YOUR PROGRESS

Q1. Define personal selling.

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Q2. Write the functions of personal selling.

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10.11 LET US SUM UP

In this unit, we have discussed on the various aspects of personal selling and direct marketing.

- Personal selling involves personal contact between buyers and sellers. The contact may be face to face, over telephone, through e-mail etc.
- Personal selling is two way communication, which is very flexible, convincing and expensive.
- There are different types of sales persons like order taker, order setters & support personnel.



12.12 FURTHER READING

1. Kotler, Keller, Koshy and Jha (2008), *Marketing Management,* 13th Edition by Pearson Education, 2008
2. Wells, Moriarty and Bumett (2007), *Advertising-Principle and Practice* Seventh Edition, Pearson Education
3. Rajan Sexena (2007) *Marketing Management* 3rd Edition by, Tata McGraw Hill Publication



10.13 ANSWERS TO CHECK YOUR PROGRESS

Q1: Personal selling is a conversation with one or more prospective buyer for the purpose of making sales.

Q2: (i) To make sales to both old and new customer.
(ii) Service to customers and remove doubts.
(iii) To achieve sales target.



10.14 MODEL QUESTIONS

1: What is personal selling? Write advantage & disadvantage of personal selling.

2. Explain the selling process.

3. Explain different types of sales persons.

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UNIT 11 : PROMOTION MIX AND ELEMENTS

UNIT STRUCTURE

11.1 Learning Objectives

11.2 Introduction

11.3 Defining Promotion

11.4 Promotion Mix

11.5 Factors Affecting Promotional Mix and Strategies

11.6 Forms of Promotion

- 11.6.1 Advertising
- 11.6.2 Sales Promotion (push versus pull)
- 11.6.3 Personal Selling
- 11.6.4 Public Relation

11.7 Let Us Sum Up

11.8 Further Readings

11.9 Answers To Check Your Progress

11.10 Model Questions

11.1 LEARNING OBJECTIVES

After reading this unit, you will be able to -

- define promotion
- describe different types of promotion
- differentiate between promotion and advertisement
- explain the meaning of advertising, sales promotion, personal selling and publicity
- explain the need for promotional strategy.

11.2 INTRODUCTION

In the earlier units you have obtained a fairly good insight into marketing and its implications. We have been reading, watching, listening and looking at different promotion since our childhood. Promotion is one of the components of marketing mix (marketing mix-Product, price,

promotion and place) which helps the marketer to promote the product in the market. Its main purpose is to inform, persuade and influence people towards the product or services. Promotion is a basic ingredient in non-price competition and it is an essential element in modern marketing.This unit introduces you to the different promotional strategy of marketing.

11.3 DEFINING PROMOTION

Generally, promotion is communicating the benefit of the product or service to the target customers in an attempt to influence them toward buying the products services on offer.

The marketers should provide information to the customers about its products and services and motivate customers to buy. Advertising, personal selling, publicity and other sales promotional programes are the various promotional activities. All these activities increase the volume of sales by expanding as well as retaining the market share for the products. Basically, promotion deals with no price competition in the market. Promotion is done for three purposes – (a) informing, (b) persuading and (c) influencing consumers.

Promotional techniques are used by both Industrial as well as Consumer marketers. Different marketers use different advertising Media (newspaper, magazine, television, hoardings, radio etc.).For example, a machine tool marketer can use magazine advertising, dealer sales – incentive contest, trade shows, and press release to promote the products. IBM, Apple and other computer supplier combine extensive personal selling with advertising and public relations. For expensive, complex products and systems, close interaction between buyer and seller is often required, which lead to a lot of personal selling in such markets.

Marketers' selection of advertising media reflects their overall promotional strategy for a product.

11.4 PROMOTION MIX

Promotion is one of the major components of marketing mix. The

purpose of promotion is to reach the desired consumers and persuade them to act positively towards the specific product or services. A company may have a well-designed product offering with a price and distribution system appropriate to its target market. But if it is unable to reach that market, then all its efforts will have been in vain. Promotion is responsible for awakening and stimulating consumer demand for the product.

Businesses use various promotional methods to communicate with individuals, groups and organizations. Just as product, price, distribution, and promotion make up the marketing mix, so four components make up the promotion mix. The promotion mix is the specific combination of these four promotional methods-advertising, personal selling, sales promotion, and publicity or public relation that an organization uses for a specific product.

11.5 FACTORS AFFECTING PROMOTIONAL MIXES AND STRATEGIES

There are many factors which influence promotional mix and they are known as product market factors.

1. **Nature of the product:** Different product requires different promotional mixes. Consumer goods and industrial goods require different strategies. Consumer goods are sold through advertising, personal selling and displays. But industrial goods require more personal selling. Based on the following attributes, the promotional strategy may vary.
   - **(a) Product complexity:** If a product is technically sound and complex in nature then it requires personal selling. For example, Industrial products. On the other hand if the product is simple we can go for advertising. For example, most of the FMCG products.
   - **(b) Brand differentiation:** Promotional mix is affected by brand differentiation and the degree to which the brand is differentiated from competitor's brand.

(c) Purchase frequency: If buyers buy frequently a product, such as soap, tooth paste etc. the marketer will invest a good amount on advertising to push competition brands.

2. **Nature of the market:** Different markets require different promotional mixes and strategies. In industrial market, advertising plays a more informative role then the persuasive role for industrial buyers. Personal selling emphasizes on two roles, i.e. information and persuasion in the industrial and consumer's market.
3. **Stage in the product life cycle:** The promotional product mix varies within stage in the product life cycle. The nature of demand varies according to the stages in the life cycle. During the introductory stage, the customers do not realize the qualities of the product. Here, information about the product and its benefits are made known to the buyers. In this stage, more importance must be given to personal selling and trade shows. In the growth stage, customers know the qualities of the product. Hence to stimulate demand, advertising must be increased. In the maturity stage, sales and profits decline and hence all the promotional activities should be cut down.
4. **Market penetration:** Here the product is already known to the buyers. In that situation, a sustaining promotional strategy is suitable. A brand has insignificant market penetration means it has a small market or struggling market.
5. **Market size and location:** Product's market size and location also influences the promotional mix. In narrow market, where the numbers of potential buyers is small, direct mail is used. In a broad market advertising is used.
6. **Characteristics of buyers:** The characteristics of prospective buyers strongly influence the promotional mix. Experienced professional buyers such as industrial purchasing agents need personal selling. Inexperienced buyers need advertising. Some buyers give importance to time, some to purchase of products, buyers act according to the influence of friend, relatives etc.
7. **Distribution strategy;** Companies fighting more through distribution

for establishing their brands, invest more money on personal selling and advertising. Companies which have already established their brand in the market have to invest only a small amount in personal selling and advertising.

8. **Pricing strategy:** Pricing strategy influence the promotional mix strategy. If the brand is priced higher than the competition, more personal selling is needed to get a middleman to stock and push the brand. If the brand is priced lower, little promotion is needed.



CHECK YOUR PROGRESS

Q 1: Give the definition of promotion**.**

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Q 2: State any two factors which influence promotional strategies.

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11.6 FORMS OF PROMOTION

In this section we will discuss about different promotionalforms and corresponding marketing strategies. Different forms of promotion are as follows:

- Advertising
- Personal Selling
- Sales promotion
- Publicity and public Relation

11.6.1 Advertising

Advertising provides information about product and services to the customer. It is a medium of mass communication to convey the benefits about the products and services. Advertising can enhance sales only if they promise a benefit to the customer.

Definition: Advertising is a paid form of non- personal

communication about an organization, its products, or its activities that is transmitted through a mass medium to a target audience. The mass medium could be television, radio, newspaper, magazine, direct mails, sign, outdoor displays, handbills, catalogues or directories.Advertising can be used to build up a long term image for a product trigger quick sales.

Advertising is one of the most cost efficient methods because it can reach a large number of people at a low cost per person. Advertising also helps in creating brand image about a company. Advertisement permits the seller to repeat a message for many times, which will help the customer to remember the product.Advertising also has several drawbacks. Even though the cost per person may be low, but the total cost can be very high. These high cost can limit, and sometimes eliminate advertising as an element of the promotion mix. As advertising is a one way of communication (generally), the feedback from advertising is generally slow, if it occurs at all, and measurement of the effect of advertising on sales is difficult.

Developing the advertising strategy:

1. **Identify and understand the target audience:** The target audience is the group at which the advertising is aimed for. The target market should be selected very carefully and it should comprise the best prospects that would buy the product. The target market may be defined in terms of the socio economic group, age, gender, buying frequency and lifestyle for consumer markets. In business markets, the target market may be defined in terms of the industry, order size, product specifications and buyer seller relationships.

   After the identification of the target audience, next step is the analysis of the buyers' choice. Different factors based on which buyers make their purchase decisions are : external factors (such as income, social class, reference group influence, culture, buy situations) and psychological factors (

such as perceptions, attitude, involvement levels).

2. **Advertising objectives:** All advertisement should enhance sales. Some may induce purchase action immediately, while some may stimulate demand for a later period. The objective of the advertising can be framed under following headings:
   - **Position the offering:** Advertisements are primarily used for positioning products in the mind of target audience.
   - **Create awareness:** When awareness is created, it legitimizes a company, its representatives and products in the eyes of customers.
   - **Stimulate trial:** Advertising stimulates trial purchase among the target customers.
   - **Remind and reinforce:** After the customers have become aware of the brand, its advertisement should keep reminding the customers of its existence until the brand image sticks to the minds of the targeted customers.
   - **Provide support for sales force:** Advertising helps the sales force in convincing the customers.
   - **Correcting misconceptions:** Advertisements can also be used to correct misconceptions which consumers hold against brands.
3. **Methods of setting the advertising Expenditure :** The advertising expenditure is a part of the total communications spends of a company. The company must therefore decide the percentage of advertising spend as one of the components of its integrated communication campaign.

Though there are several methods of arriving at the budget, the individual brand budget will depend upon several factors such as profitability, marketing objective and competitor's position. The various methods, which are used, for setting advertising budgets are:

- PERCENTAGE OF SALES METHOD: The percentage of

sales method is the most widely used method of setting the appropriation. The percentage is based on the past years' sales or on estimated sales for the coming year or on some combination of these two. This is simplest method, as it requires little decision making. But this method suffers from a basic drawback in that it does not take into account any specific need of the market situation which may change rapidly.

- UNIT OF SALES METHOD: In this approach, a percentage of the price of each unit of the item sold is allocated to advertising. This approach is useful as it links the price of a brand with its advertising expenditure. This approach is simple to plan and execute. However, it does not lead to efficient marketing since past sales determine how much a firm should spend on advertising, when in fact advertising is a tool to create sales and expand markets.
- TASK OBJECTIVE METHOD: The objective task method concentrateson the marketing/advertising objectives that are pre-decided. Thus under this method a company launching a new product will decide to spend more money as it has to create immediate awareness amongst consumers.
- THE COMPETITIVE PARITY METHOD: In this approach an advertiser bases his budget decision primarily on the expenditures of competitors. That is they tryto keep pace with their competitor's advertising budgets. This method could be useful in deciding individual brand ad expenditures. It has the advantage of recognizing the importance of competitors and ensures that the competitors do not increase their ad expenditure to a level that affects the advertiser's sales.
- AFFORDABILITY METHOD: This approach means that the advertising budget will be decided on the basis of whatever money is left after all other fixed and unavoidable expenses have been allocated.

- THE BREAK EVEN METHOD: The break even or the marginal analysis method attempts to quantify the advertising spending level that will offer an organization the highest additional gross profits. That is the firm continues to spend on the advertising as long as the incremental expenditure are exceeded by the marginal revenue they generate, thus maximizing the gross profits of the firm.

This method has an advantage because it helps in diagnosing any problem, that is when the company is overspending or under spending. But it suffers from the disadvantage of limited research techniques that cannot isolate the effect of advertising on marginal revenues and gross profits.

Some specific factors that should be considered when setting the advertising budget are:

1) Stage in the product life cycle. New products typically need large advertising budgets.
2) Market share. High-market share brands usually need more advertising.
3) Competition and clutter. More advertising is usually required in a market with many more competitors and their advertising clutter.
4) Product differentiation. When a brand closely resembles other brands in its product class, more advertising (and therefore budget) is needed

4. Message decisions:

Advertising strategy consists of two major elements:

a) Creating advertising messages

b) Selecting advertising media

a) **Creating advertising messages:** No matter how big the budget, advertising can succeed only if commercials gain attention and communicate well. Good advertising messages are especially important in today's costly andcluttered advertising environment.

The first step in creating effective advertising messages is to decide what general message will becommunicated to consumers— to plan a message strategy. Developing an effective messagestrategy begins with identifying customer benefits that can be used as advertising appeals. Ideally, advertising message strategy will follow directly from the company's broader positioning strategy. Message strategy statements tend to be plain, straightforward outlines of benefits and positioningpoints that the advertiser wants to stress.

b) Selecting advertising media: In order to decide the media vehicle the marketers choose from the following: Print media (news paper, magazine, Hoardings, posters etc), Broadcast media (Television, Radio and online media). More than creativity considerations of cost per thousand customers reached is more dominant. This requires readership and viewership figures.

Different types of media are discussed as follows:

(i) Print Media: Print advertising includes advertisement in newspaper, magazines, brochures, posters etc. Print media provides more detail information, rich imagery and longer message life. But the drawback is that many readers do not read the advertisements. In case of a news paper, the readers will read the news not the advertisement.

Different forms of print advertising are discussed below -

Ø **News paper advertising:** The news paper may be daily, weekly or fortnightly and can also be of different languages. When we consider the news paper as an advertising medium, we have to asses the advantages of the news papers as it provides more flexibility than other media do. News paper conveys messages very rapidly to the mass media. Cost of advertising is also low in case of local news papers. But the drawback here is that it has short life span and many readers do not read the advertisements.

- **Magazine Advertising:** A magazine is a periodical publication, consisting of specific information to the target group (e.g. business magazine for businessman, health magazine for health concerned people etc.). Advertisers can easily target their audience and give advertisement on specific magazines. The presentation of material in a magazine is better than news paper. Both printing and paper qualities are good in magazines. Magazines have the longest life span in all media.
- **Packaging:** In today's marketing environment, a package is both a container and a communication vehicle. The package serves as a critical reminder of the product's important benefits at the moment the consumer is choosing among several competing brands.
- **Direct mail advertising:** Direct mail advertising is one of the media communication that brings the product message

(ii) Broadcast media:

Radio advertising: The radio is a major and one of the most popular media vehicles of advertising. Its coverage area is more than 90% of India's total land mass. The radio ads rate structure depends upon the day, date and time. There are different radios systems through which one can listen to radio. FM is an emerging example. Radio allows the listener to imagine and it has high acceptance at the local level. But the drawback is that it cannot give the visual impact.

Television advertising: It is said that today television advertising is the best appealing media vehicle. It is a means of bringing actual demonstration in the homes of the prospects and therefore more effective media when compared with radio. Television makes full use of sight, sound and motion and thereby maximizes impact on audience.

Online advertising: Internet is another media that is being used by advertisers. With the advent of the internet, distance is no longer an obstacle for commerce. It is inexpensive, but

getting the attention of the viewers is difficult.

5. **Message Execution :** The advertiser now has to turn the big idea into an actual ad execution that will capture the target market's attention and interest. The creative people must find the best style, tone, words, and format for executing the message. Any message can be presented in different execution styles, such as the following:

   Slice of life: This style shows one or more "typical" people using the product in a normal setting.

   Lifestyle: This style shows how a product fits in with a particular lifestyle.

   Fantasy: This style creates a fantasy around the product or its use.

   Mood or image: This style builds a mood or image around the product, such as beauty, love, or serenity. No claim is made about the product except through suggestion.

   Musical: This style shows one or more people or cartoon characters singing about the product.

   Technical expertise: This style shows the company's expertise in making the product.

   Scientific evidence: This style presents survey or scientific evidence that the brand is better or better liked than one or more other brands.

   Testimonial evidence or endorsement: This style features a highly believable or likable source endorsing the product

6. **Evaluating advertising effectiveness:** Effective advertisements have a positive impact on the sales of a product. The three relevant questions about measuring effectiveness are what, when and how to evaluate advertising. There are different tests and several techniques in each of the test to evaluate advertising effectiveness. Based on Philip Kotler's views, let us discuss different measures to evaluate advertising effectiveness.

Pre-test and Post Test:

Pre-test implies testing advertising message before it is sent to specific media. Post test implies testing impact of advertising message after it is published in any of the media.

Communication and Sales Effect Test: Communication test measures communicability (ability to communicate) of the message, whereas sales-effect test measures advertising impact on sales volume.

Laboratory and Field Test:

Clearly, a laboratory test is conducted in a controlled environment in a limited scale. Respondents are invited in a laboratory to state their response. Quite opposite, a field test is conducted in original setting, artificial climate is not created. It is similar as conducting survey to measure what customers think about company's advertisement.

Experimental and Survey Test:

Experimental test involves testing advertising effect by conducting test by manipulating independent variable (i.e., advertising efforts) and measuring the effect of the manipulation on other dependent variables like sales, profits, consumer satisfaction, etc. Experimental test may be laboratory or field test. Survey test involved knowing consumers' view's through a survey method.

Message and Media Effect Test:

While message test involves measuring clarity, contents, believability, action ability, etc., of the message, the media test measures effectiveness/ suitability of one or more media.

7. **Organising campaign development:** An advertiser has four options when organizing for campaign development. These include:
   - One can tie up with different agencies to develop an advertisement. Small companies develop the advertising in cooperation with people from the media.

- The companies may have their own advertising team. Thus advertising function is conducted in house by creating an advertising department staffed with copy writers, media buyers and product personnel.
- The company can involve a reputed advertising agency for developing its advertising campaign. The professionally run agencies have varied experience of working with different companies, therefore, a company can expect good results from these agencies.
- Some companies organizes their advertising campaign by using a mix of services from in house personnel and those from specialized agencies because of their experience in some of the particular activities.



CHECK YOUR PROGRESS

Q 3: Define advertising.

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Q 4: State two methods for setting advertising budgets.

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Q 5: State two measures for evaluating advertising effectiveness.

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11.6.2 Sales Promotion

Sales promotions are incentives to consumers or trade that are designed to stimulate purchase. Consumer sales promotion is a marketing technique that is used to entice customers to purchase a product. The promotions typically last for a set period of time and are used to achieve a specific purpose, such as increasing market share or unveiling a new product.

Definition: Sales promotion is an activity or material that offers consumers, salespersons, or retailers a direct inducement for purchasing a product.

Different sales promotional tools are- coupons, contests, premiums, sweepstakes, refund, demonstration or display. Some classic examples are 25% off, buy one get one free, money back offer etc. Companies use sales promotion tools to draw a stronger and quicker buyer response. Sales promotion can be used for short run effects such as to dramatize product offers and boost sales. In contrast to advertisingand personal selling, which are generally used on a continuous or cyclical basis, sales promotion devices get more irregular use. They are used mainly for short term gains.

Some of the important ***consumer sales promotion*** techniques of sales promotion are as follows:

(1) **Rebate:** Under it in order to clear the excess stock, products are offered at some reduced price. For example, giving a rebate by a car manufacturer to the tune of 12,000/- for a limited period of time.

(2) **Discount:** Under this method, the customers are offered products on less than the listed price. For example, giving a discount of 30% on the sale of Liberty Shoes.Similarly giving a discount of 50% + 40% by the KOUTONS.

(3) **Refunds:** Under this method, some part of the price of an article is refunded to the customer on showing proof of purchase. For example, refunding an amount of 5/- on showing the empty packet of the product priced 100/-.

(4) **Product Combination:** Under this method, along with the main product some other product is offered to the customer as a gift. The following are some of the examples:

(5) **Quantity Gift:** Under this method, some extra quantity of the main product is passed on as a gift to the customers. For example, 25% extra toothpaste in a packet of 200 gm tooth paste. Similarly, a free gift of one RICH LOOK shirt on the

purchase of two shirts.

(6) Instant Draw and Assigned Gift: Under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed thereupon which is immediately offered to the customer as a gift. For example, on buying a car when the card is scratched such gifts are offered – TV, Refrigerator, Computer, Mixer, Dinner Set, Wristwatch, T-shirt, Iron Press, etc.

(7) Lucky Draw: Under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots.

(8) Usable Benefits: Under this method, coupons are distributed among the consumers on behalf of the producer. Coupon is a kind of certificate telling that the product mentioned therein can be obtained at special discount.It means that if a customer has a coupon of some product he will get the discount mentioned therein whenever he buys it.

(9) Full Finance @ 0%: Under this method, the product is sold and money received in installment at 0% rate of interest. The seller determines the number of installments in which the price of the product will be recovered from the customer. No interest is charged on these installments.

(10) Samples or Sampling: Under this method, the producer distributes free samples of his product among the consumers. Sales representatives distribute these samples from door-to-door.

(11) Contests: Some producers organise contests with a view to popularizing their products. Consumers taking part in the contest are asked to answer some very simple questions on a form and forward the same to the company. The blank form is made available to that consumer who buys the product first.Result is declared on the basis of all the forms received by a particular date. Attractive prizes are given to the winners

of the contest.

12 Free Trial: A free trial is a way for a consumer to try a new product while eliminating risk. It may be used when a product is unique to the marketplace, which can make consumers leery of trying it out.

Trade Sales Promotion

While consumer sales promotions help pull a product through a marketing channel by increasing the consumer's demand for a product, trade sales promotions have the opposite effect. They work to push a product through the channel by increasing a retailer or other intermediary's demand. **Trade sales promotion** is a promotional incentive directed at retailers, wholesalers, or other business buyers to stimulate immediate sales.

Some of the important trade-oriented promotion tools are as follows:

1. Cash bonuses: It can be in the form of cash discounts or straight cash payments to encourage volume sales, product display, or in support of a price reduction to customers.
2. Stock return: Some firms take back partly or wholly the unsold stocks lying with the retailers, and distribute it to other dealers, where there is a demand for such stocks.
3. Credit terms: Special credit terms may provide to encourage bulk orders from retailers or dealers.
4. Dealer conferences: A firm may organize dealer conferences and dealers may be given information of the company's performance, future plans, and so on.
5. Push incentives: It is a special incentive given to the dealer in the form of cash or in kind to push and promote the sale of a product, especially a newly launched product.

Objectives of sales promotion:

Sales promotion aims at enhancing sales by giving customers an extra value. Some of the objectives of sales promotion are:

- Fast sales boost.

- Encourage trial purchase
- Encourage repeat purchase
- Stimulate purchase of larger stocks
- Gain distribution and shelf space

Evaluating sales promotion:

The evaluation of an effective sales promotion program is generally divided into three phases:

1. Pre-testing: Before a sales promotion is offered.
2. Monitoring and Follow Up: When the sales promotion is operational i.e. when it is going on.
3. Post-testing: At the end of the sales promotion event.

Pre-testing

We can pre-test what a sales promotion would be communicating and how it would communicate with the target group of customers. We would like to know whether the customer here is at risk of buying an unfamiliar brand. Using "Focus Groups" and "Consumer Panels", we can conduct a pre-test to analyze these factors.

At times, it is advisable to gather and assess the responses of resellers before launching a promotion program. The best way is to visit certain retailers, dealers and wholesalers, discuss the program with them and ask for their valuable suggestions. This is of paramount importance when the reseller's support is very important in making the promotional campaign a success.

Concurrent testing

This phase of testing takes place during the promotion program i.e. when it is in progress. It allows the manager to make necessary changes to the program whenever and wherever requires. Sales data is used to carry out this kind of test; this data should be collected on a weekly or monthly basis. For e.g. the promotional tool used is a "Contest". In that case, the promotional response can be assessed on the basis of entries received and requires the manager can also extend the contest period. We can

have another example here. If “Coupons” are being used, the response can be evaluated on the basis on number of coupons redeemed by customers.

Post-testing

Post-testing is conducted after the promotion program has come to an end. Here, customers are contacted telephonically, questionnaires are also mailed to them, and personal interviews are also conducted to evaluate any change in their attitude towards or awareness of the brand. Personal Interview is the most expensive method here. Mail is the least expensive one.

To assess the affect of sales, one must take into account the sales level prior to the promotion period and compare it with the sales level that exist at the end of the promotion period. It must also be compared with the sales figure of the period one month after the promotion has ended.

11.6.3 Personal Selling

Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action. Personal selling has three distinctive qualities:

1. **Personal confrontation**: Personal selling involves an immediate and interactive relationship between two or more persons. Each party is able to observe the other’s reactions.
2. **Cultivation**: Personal selling permits all kinds of relationship to spring up, ranging from a matter of fact selling relationship to a deep personal friendship.
3. **Response**: Personal selling makes the buyer feel under some obligation for having listen to the sales talk.

In the early part of this unit, we saw how marketers can use advertising and sales promotion reach a large number of customers. While these methods of promotion offer many advantages, they each share one major disadvantage; they are a non-personal form of communication. And whether a company is in retailing or

manufacturing, sells goods or services, is a large multi-national or a local startup, is out to make a profit or is a non-profit, in all probability at some point they will need to rely on personal contact with customers. In other words, they will need to promote using personal selling.

Personal selling holds a key role in the promotional activities of a large number of organizations. Personal selling is more costly and time consuming method compared to the other methods of promotion.

11.6.4 Public Relation

Of the four promotional mix options available to marketers' public, relations (PR) or publicity is probably the least understood and, consequently, often receives the least amount of attention. Many marketers see public relations as only handling rudimentary communication activities, such as issuing press releases and responding to questions from the news media. But in reality, public relation offers powerful methods for convincing the customer.

Functions of Public relations:

- **Facilitates company's overall operations:**It leads to the development of an image for the organization which can be exploited to gain advantages in the field of sales and marketing.
- **Aids promotion:** Public relations may also contribute towards generation of awareness and interest in the company's products which will help in promoting the products.
- **Helps in tackling social and environmental issues:** It helps in handling social and environmental issues and ensures that they are settled to the mutual benefits of all parties involved. If the company has a good record of fulfilling its societal obligations and safeguarding the environment, its occasional fault may be spared by customers.
- **Ensures that customers are treated well:** Public relations

also play a role in ensuring that the customers are not just treated well by the company but also they are presented with useful information.

- **Develops reputation as a good supplier and customer:** It helps in building the overall reputation of a company not just as a good as well as trustworthy manufacturer and marketer for its customers and suppliers but also as a good customer for its suppliers.

Publicity:

One of the methods of public relation is publicity. It generally involves communication about an organization or any of its products in the media. Publicity is a non paid form of non personal communication about an organization or its products that is transmitted through a mass medium in the form of a news story. Publicity can be done in the form of news releases, news conferences, publishing feature articles, setting up interviews, conducting seminar and conferences etc. Publicity differs from other promotion mix in that it does not directly facilitate exchanges instead, its purpose is to provide information to the general public and to create and maintain a favorable public image of the organization.



CHECK YOUR PROGRESS

Q 6: State any two techniques of sales promotion.

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Q 7: Define Personal Selling.

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11.7 LET US SUM UP

In this unit we have discussed different promotional strategies, which can be summarized as follows:

- Promotion is communicating the benefit of the product or service to the target customers in an attempt to influence them toward buying your products services.
- The promotion mix is the specific combination of four promotional methods-advertising, personal selling, sales promotion, and publicity or public relation that an organization uses for a specific product.
- An advertising strategy involves identifying a target audience, defining the objective, the budget and the message, depending on this the media through which the message will be communicated is decided.
- Sales promotions are incentives given to consumers to make them believe that they are getting more value for the money they are spending. It also encourages trial and repeat purchases.
- Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action.
- Public Relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics."



11.8 FURTHER READING

1. Kotler, Keller, Koshy and Jha (2008), *Marketing Management,* 13th Edition by Pearson Education, 2008

2. Wells, Moriarty and Bumett (2007), *Advertising-Principle and Practice* Seventh Edition, Pearson Education

3. Rajan Sexena (2007) *Marketing Management* 3rd Edition by, Tata McGraw Hill Publication



11.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Promotion is the aspect of selling and advertising on communicating the benefit of the product or service to the target customers.

Ans to Q No 2: Two factors which influence promotional mix are:

1. Nature of the product
2. Market size and location

Ans to Q No 3: Advertising is a paid form of non- personal communication about an organization, its products, or its activities that is transmitted through a mass medium to a target audience.

Ans to Q No 4: Two methods for setting advertising budgets are:

1. Percentage of sales method
2. Unit of sales method

Ans to Q No 5: Two measures for evaluating advertising effectiveness are:

1. Pre-test and Post Test:
2. Communication and Sales Effect Test

Ans to Q No 6: Two techniques of sales promotionare Rebate and discount.

Ans to Q No 7: Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action.



11.10 MODEL QUESTIONS

Q 1: Define Promotion. Do you think promotion is necessary to sell a product?

Q 2: Explain promotional mix and its strategies in different marketing conditions.

Q 3: Explain different forms of promotion.

Q 4: Elaborate on the steps to be followed to develop an advertising strategy.

Q 5: Explain how the effectiveness of an advertisement can be measured.

Q 6: Discuss different techniques of Sales promotion.

Q 7: Discuss the functions of Public relations.

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UNIT 12 : PROMOTION TOOLS

UNIT STRUCTURE

12.1 Learning Objectives

12.2 Introduction

12.3 Elements of Promotional Tools

12.4 Factors Affecting Promotional Mixes and Strategies

12.5 Budgeting consideration for Promotion

12.6 Let Us Sum Up

12.7 Further Readings

12.8 Answers To Check Your Progress

12.9 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit, you will be able to –

- identify the elements of promotional tools
- identify Factors considered in deciding promotional tools
- describe the methods of setting the promotion budget
- explain Budgeting consideration for Promotion.

12.2 INTRODUCTION

In the earlier unit we have discussed about promotion mix and elements of promotion. In this unit we will be discussing briefly the factors influencing promotion tools and budgeting consideration for promotion. When we discuss about promotion tools it consists of promotion mix and we also considered direct marketing and internet marketing as tools for promotion.Promotion mix is the fourth element of the Marketing program or Marketing mix – Product, Price, Place, and Promotion.An organisation reviews and studies the target market. Basis the study promotion tools are introduced to convey the message for information, persuasion or reminder from the manufacturer to the customer. The tools of promotion mix provide different advantages and disadvantages over each other. The marketing

managers decide on the most effective blend of these tools for the target market. Integrated Marketing communications involves conveying a consistent message to the buyers through all its promotion tools. In this unit we will discuss all these aspects.

12.3 ELEMENTS OF PROMOTIONAL TOOLS

In this section we will discuss briefly different elements of promotion tools.The **promotion mix** is the blend of different methods and tools of communication the marketeruses in presenting products or services to target customers. Effective **promotion** is a **key** component of the marketing **mix**, and it helps to attract customers, persuade them to buy, and generate loyalty.

In the earlier units we have discussed promotional mixes like advertising, sales promotion, personal selling and publicity and public relation. Other than these four elements, direct marketing and internet marketing is also considered as elements of promotional tool.*Direct marketing* is a promotional method that involves all the marketing activities directly to the customers without the use of a middleman. Again, internet marketing is the marketing activity which uses internet or web to perform it's marketing task. Internet marketing is also referred as online marketing, web marketing or e- marketing.



12.4 FACTORS AFFECTING PROMOTIONAL MIXES AND STRATEGIES

There are many factors which influence promotional mix and they are known as product market factors. These factors are discussed below-

1. **Nature of the product:** Different product requires different promotional mixes. Consumer goods and Industrial goods require different strategies. Consumer goods are sold through advertising, personal selling and displays. But Industrial goods require more personal selling. Based on the following attributes, the promotional strategy may vary.
   - **(a) Product complexity:** If a product is technically sound and complex in nature then it requires personal selling. For example, Industrial products. On the other hand if the product is simple we can go for advertising. For example, most of the FMCG products.
   - **(b) Brand differentiation:** Promotional mix is affected by brand differentiation and the degree to which the brand is differentiated from competitor's brand.
   - **(c) Purchase frequency:** If buyers buy frequently a product, such as soap, tooth paste etc. the marketer will invest a good amount on advertising to push competition brands.
2. **Nature of the market:** Different markets require different promotional mixes and strategies. In industrial market, advertising plays a more informative role then the persuasive role for Industrial buyers. Personal selling emphasizes on two roles, i.e. information and persuasion in the industrial and consumer's market.
3. **Stage in the product life cycle:** The promotional product mix varies within stage in the product life cycle. The nature of demand varies according to the stages in the life cycle. During the introductory stage, the customers do not realize the qualities of the product. Here, information about the product and its benefits are made known to the buyers. In this stage, more importance must be given to personal

selling and trade shows. In the growth stage, customers know the qualities of the product. Hence to stimulate demand, advertising must be increased. In the maturity stage, sales and profits decline and hence all the promotional activities should be cut down.

4. **Market penetration:** Here the product is already known to the buyers. In that situation, a sustaining promotional strategy is suitable. A brand has insignificant market penetration means it has a small market or struggling market.
5. **Market size and location:** Product's market size and location also influences the promotional mix. In narrow market, where the numbers of potential buyers is small, direct mail is used. In a broad market advertising is used.
6. **Characteristics of buyers:** The characteristics of prospective buyers strongly influence the promotional mix. Experienced professional buyers such as industrial purchasing agents need personal selling. Inexperienced buyers need advertising. Some buyers give importance to time, some to purchase of products, buyers act according to the influence of friend, relatives etc.
7. **Distribution strategy;** Companies fighting more through distribution for establishing their brands, invest more money on personal selling and advertising. Companies which have already established their brand in the market have to invest only a small amount in personal selling and advertising.
8. **Pricing strategy:** Pricing strategy influence the promotional mix strategy. If the brand is priced higher than the competition, more personal selling is needed to get a middleman to stock and push the brand. If the brand is priced lower, little promotion is needed.
9. **Promotional Budget:**Total budget set for the promotional activities also influences in deciding promotional tool.



CHECK YOUR PROGRESS

Q 1: State the elements of promotional tools.

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Q 2: State any two factors which influence promotional strategies

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12.5 METHODS OF SETTING THE PROMOTION BUDGET

The advertising expenditure is a part of the total communications spends of a company. The company must therefore decide the percentage of advertising spend as one of the components of its integrated communication campaign.

Though there are several methods of arriving at the budget, the individual brand budget will depend upon several factors such as profitability, marketing objective and competitor's position. The various methods, which are used, for setting advertising budgets are:

- **PERCENTAGE OF SALES METHOD:** The percentage of sales method is the most widely used method of setting the appropriation. The percentage is based on the past years' sales or on estimated sales for the coming year or on some combination of these two. This is simplest method, as it requires little decision making. But this method suffers from a basic drawback in that it does not take into account any specific need of the market situation which may change rapidly.
- **UNIT OF SALES METHOD:** In this approach, a percentage of the price of each unit of the item sold is allocated to advertising. This approach is useful as it links the price of a brand with its advertising expenditure. This approach is simple to plan and execute. However, it does not lead to efficient marketing since past sales determine how much a firm should spend on advertising, when in fact advertising is a tool to create sales and expand markets.

- **TASK OBJECTIVE METHOD:** The objective task method concentrates on the marketing/advertising objectives that are pre-decided. Thus under this method a company launching a new product will decide to spend more money as it has to create immediate awareness amongst consumers.
- **THE COMPETITIVE PARITY METHOD:** In this approach an advertiser bases his budget decision primarily on the expenditures of competitors. That is they try to keep pace with their competitor's advertising budgets. This method could be useful in deciding individual brand ad expenditures. It has the advantage of recognizing the importance of competitors and ensures that the competitors do not increase their ad expenditure to a level that affects the advertiser's sales.
- **AFFORDABILITY METHOD:** This approach means that the advertising budget will be decided on the basis of whatever money is left after all other fixed and unavoidable expenses have been allocated.
- **THE BREAK EVEN METHOD:** The break even or the marginal analysis method attempts to quantify the advertising spending level that will offer an organization the highest additional gross profits. That is the firm continues to spend on the advertising as long as the incremental expenditure are exceeded by the marginal revenue they generate, thus maximizing the gross profits of the firm.

This method has an advantage because it helps in diagnosing any problem, that is when the company is overspending or under spending. But it suffers from the disadvantage of limited research techniques that cannot isolate the effect of advertising on marginal revenues and gross profits.

Some specific factors that should be considered when setting the advertising budget are:

1) Stage in the product life cycle. New products typically need large advertising budgets.
2) Market share. High-market share brands usually need more

advertising.

3) Competition and clutter. More advertising is usually required in a market with many more competitors and their advertising clutter.

4) Product differentiation. When a brand closely resembles other brands in its product class, more advertising (and therefore budget) is needed



CHECK YOUR PROGRESS

Q 3: State two methods of setting the promotion budget

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12.6 LET US SUM UP

In this unit we have discussed different promotional tools and techniques, which can be summarized as follows:

- Different factors which influences Promotional tools are:
  1. Nature of the product
  2. Nature of the market
  3. Stage in the product life cycle
  4. Market penetration.
  5. Market size and location
  6. Characteristics of buyers
  7. Distribution strategy
  8. Pricing strategy
  9. Promotional Budget
- Methods for setting promotion budget are
  1. Percentage of sales method
  2. Unit of sales method
  3. Task objective method

4. The competitive parity method
5. Affordability method
6. the break-even method.



12.7 FURTHER READING

1) Kotler, Keller, Koshy and Jha (2008), *Marketing Management*, 13th Edition by Pearson Education, 2008.
2) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education.
3) Rajan Saxena (2007), *Marketing Management* 3rd Edition by , Tata McGraw Hill Publication.



12.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Elements of promotional tools are: advertising, sales promotion, personal selling and publicity and public relation, direct marketing and internet marketing.

Ans to Q No 2: Nature of the product and stages in Product Life Cycle.

Ans to Q No 3: Affordability method and Break even method.



12.9 MODEL QUESTIONS

Q 1: Discuss briefly the elements of promotional tools.

Q 2: Discuss how nature of product influences in promotion mixes.

Q 3: Explain the percentage sales method.

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UNIT 13: DIRECT MARKETING

UNIT STRUCTURE

13.1 Learning Objectives

13.2 Introduction

13.3 Meaning and importance of Direct Marketing

13.4 Strength and limitations of Direct Marketing

13.5 Products suitable for direct Marketing

13.6 Customer Relationship Management

13.7 E-commerce marketing

13.8 Let Us Sum Up

13.9 Further Reading

13.10 Answers to Check Your Progress

13.11 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit, you will be able to

- state the meaning and importance of Direct marketing
- discuss the strength and limitations of Direct marketing
- describe the products suitable for direct marketing
- explain the emerging trends in CRM
- discuss the emerging trends in E-commerce marketing.

13.2 INTRODUCTION

The first two decades of 21st century have changed the ways and means of conducting marketing activities. There have been paradigm shifts in marketing mainly because of the advent of the digital modes and the changes in the environmental forces. The changes have been all pervasive. The product life cycles are getting shorter. The rate of introducing new products in the market has gone up. Prices have become more competitive. Even the buyers are in apposition to decide on the prices that they will pay. In the distribution and logistics scenario lot of changes have taken place

because of the advent in ICT and supply chain management. Likewise, digital advertising and out of home advertising etc. have changed the landscape of marketing. These changes instigate the evolution of Direct marketing and digital marketing.

In this unit we will briefly discuss Direct marketing and different aspects related to direct marketing.

13.3 MEANING AND IMPORTANCE OF DIRECT MARKETING

Direct marketing is the process of selling products or services to the customers directly. Kotler et. al.(2013) has defined direct marketing as "Direct marketing is the use of consumer direct channels to reach and deliver goods and services to customers without using marketing middlemen". Direct marketers can use a number of channels to reach individual prospects and customers through: direct mail, catalog marketing, telemarketing, interactive T.V., radio, web sites and mobile marketing etc. The following figure shows some of the channels of Direct marketing.



Fig. 13.1 Channels of Direct marketing

Source: www.google.co.in

13.4 STRENGTH AND LIMITATIONS OF DIRECT MARKETING

Good direct marketing campaigns focus on promoting a specific product or service, and call the customers to act - to receive further information, register their interest, visit your website, make a booking or a purchase.

Direct marketing gives the opportunity to promote the products and services directly to the customers who most need them. A good direct marketing campaign will:

- help the company to build relationships with new customers
- test the appeal of the product or service
- tell the suitable marketing approaches reach the target market
- provide customers with compelling content they can share with potential customers
- increase sales.

However, direct marketing campaigns require careful planning and a clear understanding of responsible direct marketing practice.

Strength of direct marketing

Some of the strengths of direct marketing include:

- **Targeting:** If the marketers do the direct marketing to their specific targeted customers, the chances of success is higher. The marketers can send specific messages to particular groups of customers and potential customers based on demographics and buying behaviour. The more targeted the campaigns, the more successful they are likely to be.
- **Personalisation:** Direct mail or email can be addressed to a specific person, and even include details like past orders, which will definitely impress the customers. A phone call can engage a customer in conversation to start building a relationship with the business.
- **Affordable:** Tactics like email marketing or leafleting can be very cost effective. Most direct marketing will be more cost effective for small and medium enterprises than mass media advertising

campaigns.

- **Measurable:** If the marketing messages ask the recipient to take a particular action or use a specific voucher code, then the marketer can easily track the success of campaigns. This can help the company to plan future campaigns.
- **Informative:**Company can deliver detailed information about their products, services and prices unlike other forms of advertising.

Limitations of direct marketing

Some of the downsides and hurdles to overcome when using direct marketing include:

- **Intrusive:** Many people find direct marketing annoying and intrusive. This is especially true of telemarketing and door-to-door sales. Some people dislike marketing mail and consider it to be 'junk mail'. If consumers find your marketing tactics annoying it can create a negative brand association and make them less likely to buy. This is more likely with less targeted campaigns.
- **Environment:** Using leafleting or paper-heavy direct mail campaigns can be bad for the environment. To avoid this, and any negative impact on your brand image, use recycled materials or try email campaigns.
- **Low response rates:** direct marketing response rates tend to be around 1-3%.When you reach a consumer who isn't interested in your products of services, it wastes money and they are likely to find it irritating. Use more targeted lists as opposed to sending out mass messages to minimise this.
- **Competition:** It can be hard to make your messages stand out when the recipient receives high number of marketing emails or direct mail.
- **Cost:** Tactics like telemarketing and direct mail may have high financial and resource costs.
- **Legal issues:** There are laws relating to privacy and data protection in direct marketing. You must ensure that your mailing list only contains individuals who have consented to receive marketing messages from you.

Types of direct marketing

Different types of direct marketing techniques are discussed below-

Direct mail

Direct mail is posted mail that advertises your business and its products and services. There are several different types of direct mail (e.g. catalogues, postcards, envelope mailers). Direct mail campaigns are usually sent to all postal customers in an area or to all customers on a marketing list. Learn more about direct mail.

Telemarketing

Telemarketing involves contacting potential customers over the phone to sell products or services. It is capable of generating new customer prospects in large volumes and is also a useful tool for following up on direct marketing campaigns. However, a successful telemarketing involves planning and using accurate and well-researched customer data to match customer profiles to product profiles. Find out about telemarketing.

Email marketing

Email marketing is a simple, cost-effective and measurable way of reaching your customers. It can include enewsletters, promotional emails to generate new leads or offers for existing customers, or ads that can appear in other business's emails. Learn more about email marketing.

Text (SMS) marketing

Text messaging allows businesses to reach individual customers and send messages to large groups of people at a low cost. You could use short message service (SMS) messaging to send customers sales alerts, links to website updates, appointment or delivery reminders, or personalised messaging. Find out about text (SMS) marketing.

Leaflet marketing using letterbox drops and handouts

Distributing well-designed leaflets or flyers through letterbox drops and handouts can work well for a local business whose products or services appeal to a broad audience. It is a simple, inexpensive and effective way of reaching customers, although it is a less targeted form of direct marketing. Learn more about leaflet marketing using letterbox drops and handouts.

Social media marketing

Social media can be used effectively as a marketing tool for business as it gives you the opportunity to interact directly with your customers and regularly share relevant product or service information. Social media platforms also make it very easy for your customers to share your content with their entire network, increasing your reach exponentially. Consider developing a profile for your business that allows you to promote your products and services while also encouraging customers to provide feedback by leaving comments. Find out about social media marketing.

Direct selling

Direct selling is an effective way to grow a flexible, low-cost business. Direct selling involves an independent salesperson selling products or services directly to customers, often at a customer's home or workplace. Traditional direct selling methods include door-to-door sales, party plans and network marketing. Learn more about direct selling.



CHECK YOUR PROGRESS

Q 1: State any two channels of Direct marketing.

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Q 2: State any two points regarding the benefits of Direct marketing.

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13.5 PRODUCTS SUITABLE FOR DIRECT MARKETING

Industrial goods are traditionally sold through the company's own sales force. In case of high-value Industrial products, such as machines, equipment, high-tech engineering goods, and projects where long-term standing in the market and one-to-one relationship with the customers are both important, direct marketing may produce better results as compared to other approach.

Direct approach is also being used extensively in the marketing of financial products such as new issues of share, fixed deposits schemes and mutual funds.

The next category of products suitable fro direct marketing is high value, high involvement consumer products such as expensive cars, jewellery, designer watcher and furniture, some specialty products that have a small customer base, such as medical equipment, health care products and special application gadgets may also be marketed by making direct contract with prospects.

Direct marketing is also effective where the firm has a family of products to offer to the same person or household. It is far more economical and makes better business sense to sell to the known customers rather than finding a new customer every time.

13.6 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CRM is the process of carefully managing detailed information about individual customers and all the interaction points (touch points) to maximize loyalty. It has been stated that CRM trends will give marketing and sales professionals all the required data inside their inbox.

CRM software helps businesses to manage customer relationship and enhance customer loyalty. With the help of CRM, marketing programs can be optimized. There is a new trend in CRM which exploits the power of internet. Electronic Customer Relationship Management (ECRM) aims at developing and integrating all CRM functions with the use of digital communication tools. These tools are Email, chatrooms, instant messaging, forums, etc. ECRM is facilitated by the ease of internet access from various computing devices such as desktops, laptops, tablets, and smartphones.
Features of CRM:

Following are the some of the features of customer relationship management.

- It enables the businesses to interact with their customers and employers using internet.

- ECRM offers seamless integration of CRM processes.
- ECRM is speedy and reliable.
- It is highly secured from threats.

13.7 E-COMMERCE MARKETING

E-commerce uses a Web site for transaction and facilitation of sale of products and services online. As we all know, online sales have exploded in the last few years. Because of online marketing, different types of consumers can avail convenient, informative and personalized experiences. Cost of retail floor space, staff and inventory can be reduced. The widespread penetration of cell phones and smart phones allows people to connect to the Internet and do online shopping. In India, where financial inclusion is not there to the desired extent, mobile phones may serve as an alternative. Prominent service providers are partnering with various banks and financial institutions to provide such services. ICICI iMobile is a mobile phone based banking application. It allows users to access a host of banking services like fund transfer and shopping like booking air tickets. Because of the personalized approach, there are some privacy issues. Location based services may enable a company using GPS technology to know the private matters of the customers. M-commerce has a strong foothold in many countries.

Companies like Procter & Gamble, which used traditional physical channels of distribution for years has embraced e marketing. They are selling some big brands like Tide, Pampers Olay etc. online. This enables them to track online habits of customers. With the traditional big players in physical distribution, managing online and offline channels has become a big priority. In today's context, the emerging question is how to sell both through intermediaries and online.

No business is restricted to one place, one city or even one country anymore. Everything is global. E-commerce industry has taken a ride and has come to become the need of the hour. There are new trends emerging in this space, such as:

i. **Moving to Mobile Commerce:** E- commerce stores must fit in all screens in order to enhance customer experience. As per recent Forbes study, 87 % of the gen-X people spend most of their time on digital devices every day than ever.

ii. **Options in payment:** New payment modes are emerging to enhance online shopping experience with increased payment security for both buyers and sellers. Many new models and gateways have emerged like e-wallets, Chip card readers, magnetic cards, EMV and cashback services.

iii. **Multi-Channel Model: I**t has been observed that many customers may surf net all day but at the end do need a brick and mortar store to make the final purchase. In store digital services are emerging to make the physical store experience better. Marketers need to strike the balance between online and offline presence.

iv. **Seamless Shopping experience:** Easy wallets with discounts and coupons or unique store debit cards, recharge vouchers etc. facilitate smooth experiences in shopping.

v. **Social E-commerce:** Social media is increasingly being used as lead sales medium.

vi. **Quality rather than quantity: C**ustomised shopping experiences are being enhanced by introducing new features. The emphasis is now being laid on unique online features like virtual trial rooms, zoom in pictures, 360-degree image view.

vii. **Customer Relationship:** It requires well integrated technology supporting easy payments and high tech shopping experience. The focus is now being shifted from discounts to better integrated technology services.

viii. **Customer service:** With the increasing online shopping, customers can choose amongst great variety at the comfort of their own space anywhere, anytime 24/7. new facets of customer service are emerging.

With more shopping and payment options than ever, customers have become more informed and empowered. The marketers are facing the

need to merge online and offline systems to facilitate easy working. It is the need today to stay upbeat with the changing trends and technology to stay long.



CHECK YOUR PROGRESS

Q 3: Define CRM.

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Q 4: State the concept of e- commerce marketing

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13.8 LET US SUM UP

In this unit we have discussed the following:

- Direct marketing is the use of consumer direct channels to reach and deliver goods and services to customers without using marketing middlemen.
- Direct marketers can use a number of channels to reach individual prospects and customers through: direct mail, catalog marketing, telemarketing, interactive T.V., radio, web sites and mobile marketing etc.
- Some of the strengths of direct marketing include:
  - Ø Targeting
  - Ø Personalisation
  - Ø Affordable
  - Ø Measurable
  - Ø Informative
- Some of the limitations of using direct marketing include:

- Ø Intrusive
- Ø Environment
- Ø Low response rates
- Ø Competition
- Ø Legal issues

- Types of direct marketing
  - Ø Direct mail
  - Ø Telemarketing
  - Ø Email marketing
  - Ø Text (SMS) marketing
  - Ø Leaflet marketing using letterbox drops and handouts
  - Ø Social media marketing
  - Ø Direct selling
- CRM is the process of carefully managing detailed information about individual customers and all the interaction points (touch points) to maximize loyalty.
- E-commerce uses a Web site for transaction and facilitation of sale of products and services online.



13.9 FURTHER READING

1) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education

https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/direct-marketing/using/types



13.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Direct mail and mobile marketing.

Ans to Q No 2: Helps in reaching the targeted customers at affordable cost.

Ans to Q No 3: CRM is the process of carefully managing detailed information about individual customers and all the interaction points (touch points) to maximize loyalty.

Ans to Q No 4: E-commerce uses a Web site for transaction and facilitation of sale of products and services online.



13.11 MODEL QUESTIONS

Q 1: Define Direct marketing

Q 2: State the strength and weaknesses of Direct marketing.

Q 3: Discuss where Direct marketing is more suitable.

Q 4: Discuss the concept of E-CRM.

Q 5: Write a brief note on e- commerce marketing.

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UNIT 14: ETHICS IN ADVERTISING

UNIT STRUCTURE

14.1 Learning Objectives

14.2 Introduction

14.3 Advertising Ethics

14.4 Social and Legal Factors in Advertising

14.5 Advertising in India

14.6 Let us Sum Up

14.7 Further Readings

14.8 Answers to Check Your Progress

14.9 Model Questions

14.1 LEARNING OBJECTIVES

After going through this unit, you will be able to -

- discuss the laws and acts concerning advertising
- explain the importance of ethics in advertising
- outline the Social and Legal factors associated with advertising
- discuss the advertising process in India

14.2 INTRODUCTION

The term “ethics” has been derived from the Greek word “ethos” which means custom, habit or character. Ethics may be defined as the actions an individual takes on himself to ensure his continued survival across the dynamics. It is a personal thing. When one is ethical, it is something he does himself by his own choice.” Ethics is a choice between right or wrong. Ethics is also called the moral philosophy. The world of advertising has its own set of stories about the good and the bad, truth and dishonesty. In this unit we will discuss in details the ethical issues involved in advertising.

The advertising industry has grown very rapidly in the last decades of the previous century. The same trend has continued in the current century also. In India from a mere 14 agencies in 1940, the number of accredited

agencies increased to 695 in 1997.

Like any other proffession, the advertising field is also governed by the laws and enactment governing the mass media. There are, however, certain laws and specific legislative enactments that are directed specifically at the industry which helps in determining framework under which the advertising industry has to function in a regulated manner. However, there are differences between legal and ethical aspects. Legal aspects are clearly defined and interpretations are left to judicial experts.

14.3 ADVERTISING ETHICS

Many ads with explicit scenes and double meaning words make it an embarrassment for families to sit and watch the TV together. It is a fact that advertising agencies tend to go overboard, when it comes to selling a product. For parents and teachers, the greatest worry pertains as to how children will perceive and incorporate the meaning of these ads in their young minds. Advertisers should ensure that their ads are not offensive or violating the laws.

Advertising ethics is a system of moral principles applied to the commercial advertising world. An ethical approach is necessary for the success as well as for creating a brand image of the product. A consumer oriented advertisement should be truthful and ethical. It should not mislead the consumers.

Some of the ethical objections which arise in the field of advertising are discussed below:

- **Consumer's Deficit:** Advertising is many times blamed for creating demand for products which are normally not required**.** It is argued that people with less purchasing power cannot afford the advertised product, which creates frustration in their mind.
- **Birth to social evils:** Advertisement gives birth to social evils. They appeal people to buy such articles which are injurious to their health. For example- cigarette, wine, potato chips etc. Unwholesome demands are created for these products by advertising heavily. There may be some ban on advertisement of some of these products

directly,but the marketers have found out legal ways of indirectly promoting their products.

- **Moral degrading:** Nowadays, advertisements contain excessive use of outraging sentiments, exciting emotions, nude poses of beautiful girls etc., which affect badly the younger generation. Vulgarity and exaggeration have become quite a common place in many of the advertisements.

In order to control unethical advertising, advertiser should obey the following things:

1. The advertisers should not make any false statement in their advertisement.
2. Goods should be advertised in such a way that they do not call forth complaints.
3. The claim for a product in advertising must be modest.
4. The advertiser should know that products sold on the basis of false advertisements are short lived only.

So, combining all we can say that, ethics is a set of moral principles that guide actions and create a sense of responsible behavior. It is about being able to analyse ethical questions and dilemmas in professional decision making in terms of the concepts of right and wrong to determine one's obligation and responsibility to do the right thing.

John Burnett, William Wells and Sandra Moriarty in **"Advertising Principles and Practice"** have raised six key issues related to advertising, which are discussed as follows:

- **Poor taste and offensive advertising:** Claiming that a product can do something that it cannot is a clear-cut case of deception. Saying that a package is one and one-half times bigger than another (if it is!) is a clear-cut case of telling the truth. But in the real world of advertising, the issues are seldom so clearly demarcated. Again, some advertisements may not be appropriate for all age groups. For example, one advertisement may not bother an adult when alone but would make that person uncomfortable if children were watching. Also

questionable ads become offensive in the wrong context. Advertisers and media outlets must try to be sensitive to such objections.

- **Sex in advertising:** Unnecessary exposure to sex, particularly if sex is not relevant to the product is unethical. In some advertisement in India, it is seen that the advertiser tries to attract customers by showing women in the ad, where there is little use of that product by woman. For example, in many of the man's deodorant and motorbikes advertisement such kind of visuals are displayed.
- **Reinforcing stereotype:** A stereotype is a representation of a cultural group that emphasizes a trait or group of traits that may or may not communicate an accurate representation of the group. Advertisers have the responsibility to ensure that what is portrayed is accurate and representative. They should not wrongly stereotype any character in the advertisement.
- **Body image and self image:** Advertising has been criticized for glorifying glamorous looks in both man and woman. For example, some advertisers show in their advertisements that, by using their fairness cream how a girl having dark complexion becomes fairer within weeks. Or sometimes the advertisers show some very beautiful model and claim that they have become such beautiful by using their company products. Some critics charge that because of persuasive communication of marketers, some women place their health at risk in order to cultivate an unrealistic or even unhealthy physical appearance. Responsible advertisers have therefore begun using models of more normal size and weight as a way to reduce the pressure on young people who seem to be the most open to the message about cultural standards of beauty and physical attractiveness.
- **Targeting children:** Is it ethical to advertise for children? Some people think not, but advertisers continue to do so. The central question here is whether children should be treated like other consumers, or whether they deserve special treatment or should not be advertised to at all. Advertising for children continues to be one of the most controversial

topics in the industry.

- **Misleading claims and other message strategies:** Advertising claims are considered to be unethical if they are false, misleading or deceptive. The large grey area that exists between truth and deception contains ads that people often consider misleading. The ads are misleading because they depart from literal truth and fact. For example, if an ad for Brand X soap claims "You can't buy a better deodorant soap than Brand X," how are consumers to understand this? If asked to paraphrase the meaning of such a claim, how many of them will say that it means *Brand X is the best*? What if the company made the claim on the basis of its studies that every deodorant soap has about the same germ-killing abilities as all the others? Are those who draw the inference that Brand X is the best being misled because of an inference they made? Where does responsibility lie for how an ad gets interpreted—with the advertiser or with the consumer?

While discussing the issues as mentioned above we should not develop an opinion that all advertisements are unethical, misleading, vulgar and exaggerated. Aberrations are there. Exceptions are also there.



ACTIVITY 1

Randomly select a few copies of some Newspapers and magazines. Then you select some advertisements published in those media vehicles. This also can be done randomly. Analyse these advertisements and develop your opinion whether advertisements are unethical, misleading, vulgar and exaggerated. Also comment on the informative and persuasive aspects of advertising communication.



CHECK YOUR PROGRESS

Q 1: What is ethics in advertising?

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Q 3: State two ethical issues associated with advertising. .

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Q 3: Explain what is moral degrading advertisement?

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14.4 SOCIAL AND LEGAL FACTORS IN ADVERTISING

Advertising has played a major role in consumer marketing, and has enabled companies to meet communication and other marketing objectives. Typically, advertising is used to inform, persuade, and remind consumers. It importantly reinforces their attitudes and perceptions. While doing so, the advertisers should guide themselves ethically and legally. But on many occasions the advertisers are not doing so. Advertising has been a target of criticism for decades. It is crticised for causing economic waste to surveying of harmful products, from sexism to manipulation, from triviality to moral pollution etc.

Advertising needs to work within the legal framework and certain rules have been laid to protect the consumer interest. The legal implications on advertising are largely dealt in the law of consumer protection. Consumer Protection Act 1986 outlines the major responsibilities of marketers towards society to protect the interest of consumers. It attempts at convenient, inexpensive,effective and faster approaches to solve consumer problems including the damage caused by misleading and false advertisement.

The advertising industry needs to be guided by codes. Besides, the general code for commercial advertisement, there should be codes of

standards to the advertising of medicines, standardize practice for advertising agencies and code of ethics for food and trade industry.

Advertising is considered unethical when it degrades rival's product or substitute product, gives misguiding information, gives false information, conceals information that vitally affects human life (e.g., side effects of drugs), makes exaggerated claims, is obscene or immoral or is against broad national interest. While comparative advertising may be considered legal and its widespread use may have granted acceptance, the debate on whether or not it is ethical, still continues. However, all agree to one aspect that while considering the question of unethical practices, the focus must be to safeguard the interest of buyers and the society.

The positive side of advertising is that it makes the target consumers and benificiaries aware that a product or service is available. New and improved products are developed all the time and the society is informed of the developments through advertisements. The advertisement will inform this in a variety of ways like :

i. better than the competitor's product
ii. cheaper than the competitor's product
iii. easier to use than the competitor's product
iv. has more prestige value than any similar product
v. lasts longer than the competitor's product
vi. it is made of superior parts or ingredients
vii. it is wholly organic
viii. it is stronger, faster acting, larger, shorter etc,and so forth.

It depends on what messages are given and how credible the messages are. Despite the criticism, it may be commented that advertisements keep the society up-to-date on the improvement of existing products and the creation of new ones. Unfortunately, many advertisements, despite rigorous guidelines, rules, laws and consumer magazines and organisations, tell us a product or service is good only to find out after purchase that it is not good at all.

14.5 ADVERTISING IN INDIA

So far as India is concerned, advertising is a fast growing business and is gaining importance more and more. Advertising plays an important role in planning the quantity, quality, variety, size and shape of production as well as to move the same from the producer to consumer by advising the prospect to purchase the best out of the variety of products offered in selection. In India, in order to attract the rural consumers , the advertiser prefers to give more pictorial form of advertisement than scripts. Broadcast advertisements are also more popular. In India, certain ethics must be followed while creating ads. Legal actions are called for against advertisements that:

- ridicule caste, race, nationality, colour and creed.
- go against any provision of the Indian Constitution.
- incite people towards criminal activity, provocative, cause disorder and/ or violence in the country.
- breach laws and/or glorify obscenity or violence in any form.
- glorify terrorism, communal massacres, criminality and so on.
- ridicule the father of the nation, the national emblem, part of Constitution or the image of a national leader or a state dignitary.
- depict women in a deprecating manner. Females should not be portrayed in a manner that is obscene, exploitative or vulgar.
- display distasteful visual content that goes beyond the established norms of good taste and decency.

Here are some more ethics and standards to be followed in advertisements:

1. Permission should not be granted where objects are completely or largely religious or political in nature. Advertisements cannot be directed towards any religious or political end, or to gain mileage of any form.
2. Any goods or services that are advertised should not have any defect or deficiencies of any form declared in the Consumer Protection Act 1986.

3. Products should not be portrayed in a way that misleads the public to infer that the item has some special, miraculous or a supernatural quality, which is anyways difficult to prove.
4. Picture and the audible matter of the advertisement video should not be excessively 'loud'.
5. Advertisement should not endanger the safety of children or produce any sort of perversion or interest that prompts them to adopt or imitate unhealthy practices.
6. Any type of offensive, indecent, suggestive, vulgar, repulsive themes and/or treatment must be avoided under all circumstances.

Good creative advertisements will always attract people's attention, but they should have meaningful visual content. One shouldn't have an attitude to play with people's sentiments and emotions.

If you ever wondered why some ads or television commercials simply disappeared or changed, well, it's because some enterprising soul complained. Here is a small list of some of the ads which can be categorized under the headings of 1) unsubstantiated ads, 2) ads which lie, 3) ads which mislead 4) ads which offend the sensibilities of people and 5) ads which can be dangerous.

(1) Unsubstantiated claims (Claims need to be substantiated by trials from independent and recognized institutions)

- The Dettol Soap TV commercial (TVC) had said that their product "eliminates the organisms [of cough and cold] ten times faster than other soaps" and that it also eliminates "organisms that cause gastrointestinal diseases". Neither of these claims could be substantiated by the company and they were forced to modify their ad.

(2) The VLCC Shape Up Anti-Cellulite Oil and Gel made the unsubstantiated claim that "It reduces flab and firms skin. Beautiful arms and legs in just 14 days." By the time the ASCI (Advertising Standards Council of India)demanded that the ad be withdrawn, the ad campaign had already concluded.

(3) Deliberately confusing and misleading

- Alapatt Jewellers which was advertising its 16 Gold & Certified Diamonds in a print ad, stated that "916 purity should be there not only in the advertisement but also in the gold ornament". This was considered to be vague and confusing and the advertiser had to withdraw this line. Their other claims that "without hall marking there is no purity and will not get good price when exchanged" was considered misleading as 916 hallmarked gold is sold by almost all jewellers! And in any case, the exchange price is at the discretion of the jeweller and also depends on the market price.(Source: Google.co.in).

(4) Ads offending the sensibilities of people

- The Sisley Fall Winter Collection promotional e-mailer was found to be offensive by some. The headline said: – "You'll melt once inside" and this was accompanied by a picture of a woman in a seductive pose. This, a complainant said, it was nothing but pornography. The advertiser had to withdraw this mailer.
- the AXE deodorant (Dark Temptation) TVC which showed a man covered with chocolate being licked and bitten by girls. This ad had to be modified. Several complaints were received against this commercial.

(5) Dangerous ads

- Godrej's television commercial showed a person happily inhaling the fumes of Good Knight Maha Jumbo Mosquito Coil! This ad was considered harmful for public health as these fumes contain insecticide. This TVC was withdrawn.
- There were some TV commercials which came under fire for showing dangerous driving, with warnings too, fine to be noticed by consumers. One was for Thums Up, one for Kentucky Fried Chicken and one for Bajaj Pulsar. All these TVC's had to be modified by the advertisers.



CHECK YOUR PROGRESS

Q 4: Which Act of 1986 spells out the major responsibilities to protect the interest of consumers?

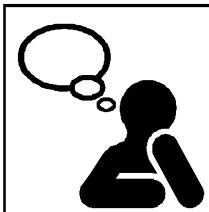
.....

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Q 5: What is an unsubstantiated claim?

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ACTIVITY 2

Collect two advertisements in which you think that either facts are presented in a distorted manner or the copy is misleading. Give your explanation.

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Case1: Case on Fair and Lovely:

Fair & Lovely, the largest selling skin whitening cream in the world, was first launched in India in 1975.Fair & Lovely held a commanding 50-70% share of the skin whitening market in India in 2006. One TV commercial aired in India "showed a young, dark-skinned girl's father lamenting he had no son to provide for him, as his daughter's salary was not high enough – the suggestion being that she could not get a better job or get married because of her dark skin. The girl then uses the cream [Fair & Lovely], becomes fairer, and gets a better-paid job as an air hostess and makes her father happy".

Q.1 Do you think this advertisement is ethical? Can a dark complexioned human become completely fairer using a cream? Give your explanation.



14.6 LET US SUM UP

- Ethics in advertising, as in other aspects of social life, is a complex issue. What one person considers ethical, another may consider unethical. Every day advertising professionals must make complex decisions about what can and ought to be said in advertisements. Clients want to make the strongest claims possible for their brands, but the border between the possible and the unethical must be constantly negotiated.
- In this unit, we discussed the ethics and social responsibility of an organization. When the advertisers do not keep their promise, then it is called as unethical. Then we discussed ethical issues in various marketing communication instruments like advertising, sales promotions, etc. The main ethical issues in advertising are puffery, bad taste, stereotyping, targeting children, promoting unhealthy products and subliminal advertising. Puffery refers to making exaggerated claims about the product, which cannot be proved. Advertisements are said to be in bad taste when they offend people. Stereotyping refers to portraying men or women in a particular role, with a negative image. Advertisements targeted at children are considered unethical as children are not capable of processing the given information. Consumption of unhealthy products like fast food and tobacco products lead to bad health. So promoting such products is not good. In subliminal advertising, the viewer is exposed to product messages and pictures in such a way that he is not aware of watching them.
- Ethical issues may also be discussed in areas like sales promotion, advertising research, advertorials and infomercials etc. Issues like misleading claims, exaggeration etc are relevant in these areas also. We went into some regulations and advertising codes applicable to

the advertising industry. The self-regulation and regulatory bodies operating in India were also discussed.

- Finally, we discussed the economic effects of advertising on consumer choice, competition and product cost & prices are also discussed in light of the points raised. Advertising influences people to buy heavily advertised products and pay more, as advertising costs are often passed on to the customers.



14.7 FURTHER READINGS

1) Kotler, Keller, Koshy and Jha (2008),*Marketing Management*, 13th Edition by Pearson Education, 2008
2) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education
3) Rajan Saxena (2007) *Marketing Management* 3rd Edition by , Tata McGraw Hill Publication



14.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Advertising ethics is a system of moral principles applied to the commercial advertising world. A consumer oriented advertisement should not mislead the consumers.

Ans to Q No 2: Poor taste and offensive advertising and sex related messages in advertising.

Ans to Q No 3: Advertisement which contains excessive use of outraging sentiments, exciting emotions, nude poses of beautiful girls etc., affects badly the younger generation.

Ans to Q No 4: Consumer Protection Act 1986

Ans to Q No 5: Claims which are not substantiated by trials from independent and recognized institutions.



14.9 MODEL QUESTIONS

Q 1: What is advertising ethics? Give one example of unethical advertisement which you have noticed in any media.

Q 2: Discuss the important issues related to advertising ethics.

Q 3: State a few ethical standards which need to be followed in India.

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UNIT 15 : ADVERTISING

Case Studies

Case Study 1

The 2019 Cricket World Cup

Indians are crazy about cricket. Indians' passion for the game of cricket is increasing. Indians watch the cricket matches and engage in conversations about the happenings on the pitch. Marketers take advantage of love and passion for cricket.In one Cricket World Cup, Coca Cola was the official sponsor. However, in the advertising war, Pepsi took maximum advantage by a campaign on 'Nothing official about it'.

In the 2019 Cricket World Cup, Tiktok videos and WhatsApp memes were being generated before brands could derive any marketing advantage. The Cricket World Cup comes every four years. During this period, many changes take place in the realm of consumer behaviour, business environment and media landscape. However, each Cricket World Cup provides many opportunities to the brands. The Cricket World Cup is a long tournament. Entertainment has to be at its best.Teams win or lose. However, advertisements cannot get irritating. Winning is a joy, Indians celebrate every moment of India winning. India exited in Semi Final – an unexpected event almost for all supporters.Once the team exited, the brands could not connect with their fans. An early exit implies many foregone opportunities.

The advertisements may not have direct relationships with any sport including cricket in particular. However, the media spots during Cricket World Cup provide opportunities to create high recall advertisements and engage the customers in conversation about brands.Even without having cricket celebrity endorsement, mileage may be gained from the colour of jerseys the cricketers use. Swiggy took advantage of colour blue (the colour of the jersey of the Indian cricket team) to drive home their product attributes. Critical frequency of the advertisements and timing of the advertisements before after duringa Cricket World Cup match is important.

Questions:

Should the brands stay away from the run of the mill 'cheering the team' kind of advertising during Cricket World Cup? How can the brands maximise 'moment marketing' (like a six, an out, a win, a catch in a match) to their advantage?

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Case Study 2

Millennial Friendly Brands

The Indian laundry market is a big market. The size of this market is pegged at over Rs. 29,000 crore. The growth rate in the market is 9.8 per cent. The market is a busy market populated by brands like Rin, Wheel, Ghadi, Ariel, Ujala, Nirma, Sunlight, Surf Excel among others. The products and pack sizes are placed across price spectrums. In this market, regional brand like Ghadi has moved up and now regarded as a national brand. We find a number of advertisements being aired for the laundry products. However, excitement is not at a high end. According to Harish Bijoor (brand specialist), the laundry category seeks little in terms differentiation. The segment is at the risk of becoming a branded commodity as if branded detergent is commoditized.

Many years ago (about four five decades back), Lalitaji (played by actor Kavita Choudhury) tried to promote Surf by instilling a bit of 'samajhdari' in the Indian buyers and users. The benefits of paying a little more for Surf was well presented. We find many advertisements trying to address the need gap of offerings around the planks like 'doodh si safedi' and 'stain removal'. In the last few years, 'daag' has been a major plank for the detergent brands to capitalise.

Recently Kishore Biyani led Future Consumer launched a detergent liquid brand called Voom. Their understanding of the market is that young buyers of laundry related products have different needs and their top on mind worries are different. The new age buyers attach priorities on factors like colour protection, anti-shrinkage etc. The Future Group is of the view

that the new product in the laundry segment should be fashion first fabric wash.

FMCG (Fast Moving Consumer Goods) giant Hindustan Unilever Ltd. (HUL) also would launch a plant based fabric wash called 'Love Home and Planet' in the premium segment. The company has a number of largest selling detergent brands. With the 'Love Home and Planet', HUL is attempting to 'veganise' and 'premiumise' the laundry category. The selling price of the product would be around Rs. 350/ while Voom's price is Rs. 150 for a litre pack.

The players in the market believe that creating the niche products will certainly grab the interest of the young buyers.

In the above regard, the question arises regarding what could be the promotion strategies of the new age brands in laundry segment.

(Adapted from the Brand Equity, the Economic Times, July 31-August 6, 2019)

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Case Study 3

S Commerce

We all know about e commerce. Places like Aizawl, Kohima etc. in Northeast have become hub of e-commerce activities. In semi-urban, mofussil areas all over the country, the consumers avail the facilities of Internet and e-commerce activities. Commercial transactions conducted electronically by mobile phone (m-commerce) also growing at a phenomenal rate. Another important trend is emerging. S-commerce is the next generation trend. Brands need to be more proactive in tapping into the potential of s-commerce.

e-tail platforms are used for shopping. Social media platforms like Facebook and Instagram are used for social interactions. The trend is from social to commerce. The convergence is evident. Apps like WeChat are used for social interactions and shopping. S-commerce is emerging as 'commerce and social' are intertwined.

India is a different kind of market in the world with a population of over 1.2 billion with different castes, languages and beliefs. Social media platform and online product/ service reviews are quite common with the new age Indian Consumers. The online reviews influence the purchase decisions. The new age consumers stay updated on brands through social media. Most of the marketers have online presence now. Healthcare, fashion, personal care and cosmetics, women and childcare, etc. are the different categories of products that are gaining prominence on social networking sites. The new age consumers spend time on streaming music and videos. Social networking companies can study online behaviour of customers. With the help of these studies and review comments, the marketers can augment products. They can use the online channels to address consumer feedback and grievances.

Select any brand and a social networking site (say Lakme and Facebook) and see whether and how the brand is being promoted; and how the brand is talked about. Comment on the S-commerce implications in respect of your observations.

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Case Study 4

The 55+ Generation

The 55+ generation make up 18%of the world's population. The size of this demographic segment is growing further. The 'aged' customers are much more tech savvy than they are 'perceived to be'. The marketers may not give due credit for this segment as their promotional campaigns are mostly targeted at young consumers only. Half of the 55 + customers are globally connected. They use social media frequently. According to a survey, they are increasing their purchase online amounting to $7 billion a year. In the USA, they have 70% of the available disposable income. Only 13% of brand marketers think that they address the needs of the 55+ generation effectively.

They are more loyal in their consumption habits. They are more likely to share their brand experiences with others.They are mature. They know what they want from their brands. They are concerned about the

quality of life. They expect that their prescribed brands play a role in their lives.

For the 55+ segment, the advertising messages should be informative. A sportsperson sponsoring a brand of a milk product and a likeminded 55+person sharing the nutritional benefits of the milk product-the 55+ generation may find the later one more credible. The 55+ generation has clear priorities as regards life. They want to stay healthy and connected. They want to love and be loved. They want to experience new things and travel.

Select a few chronological issues of a national magazine and look for advertisements targeted at 55+ generation. Comment how the advertisements address the needs of the changing profile of 55+ segment. You may develop similar observation by carefully watching the advertisements shown 'before-during-after' of a mega serial of your choice.

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Case Study 5

Rupa and Jocky

Sir Edmund Hilllary, the New Zealand mountaineer and the Nepalese Sherpa mountaineer Tenzing Norgay became the first climbers confirmed to have reached the summit of Mount Everest on May 29, 1953, Sir Edmund Hillary was born on 20th July, 1919. The year 2019 is the 100th birth anniversary of the explorer.

Rupa, the innerwear brand, got a team of climbers to scale Mount Everest and unfurl the brand's flag on the world's roof. This was the hosiery industry player's anniversary climb in 2019.

Brands are now possibly planning to plant their flags on the moon.

Business anniversaries are special occasions. The brands celebrate it in various ways. Some companies release anniversary campaigns. Some companies release new varieties of products. Rupa celebrated its 50 years of making in a different way. They decided to pick the highest place on the Earth.

Jocky, a brand of underwear and apparel is also in the list of reaching high altitude. NASA commissioned Jocky to design undergarments for the first manned mission to the moon, Apollo II. The brief was to engineer and design suitable cloths, which can remain unaffected by gravity. A specific technical term emerged; Constant Wear Garments. Neil Armstrong, the American astronaut walked on the moon with Jocky space underpants. One cannot wash laundry in space stations. One cannot carry a number of pantries for everyday spent in orbit. Jocky provided the constant wear garments.

Brands have histories. They create history.

Question

How can advertising take mileage of the episodes of the likes of Rupa and Jocky?

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Case Study 6

Message Design for Tourism

Indians travel a lot now a day. Not all the travellers are same in terms of tourist behaviour. They can be grouped into different types. Some of them are indicated below.

i. A traveller type travels with family (mostly spouse and kids) every year. They take at least one international vacation every year. They plan their tour covering all the details. They want to extract the most out of travel. They want to cover every destination even if it leaves them exhausted.

ii. A traveller type wants everything to be planned. They want to keep it simple. They value convenience and ease. They want transparent deals from the tour operator. Instead of going for extensive research themselves, they may even largely depend on the advice of the tour operator.

iii. A traveller type wants flexible itinerary. They want to have local experiences. They would like to taste the ethnic food and beverages. They are not interested in night life tourism or mainstream tourism.

They would like to spend time with nature. They are conscious of their privacy.

iv. A traveller type in the age range of 25-35 or 45-60 wants to avail vacation without children. They want to relax and enjoy. They do not want to experience anything that may be casual.

v. A traveller type is the 55+ who have good income and have considerable amount of free time. They want to relax with the company of others. They prefer safety and security.

Suppose that you are the promotional manager of a tour company. You have been asked to design some outdoor campaigns to reach to the above types of prospective tourists for various destinations that your company is covering. In this regard, what would be your primary considerations to message design?

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Case Study 7

Pusti brand of Mustard Oil

Kamrup Agro Processing Cooperative Federation Ltd. Of Guwahati, Assam is engaged in marketing of oil, ghee, and spices. Pusti is the brand name of its mustard oil.

The cooperative is facing a problem in promoting its brand 'Pusti'.

The Guwahati market is dominated by well established national, regional and local brands of mustard oil. Mustard oil is not sold in loose. Sachets are available even for 100ml. pack size.

A wide majority of the customers use other forms of edible oil like refined oil, sunflower oil, olive oil etc. Coconut oil is not used in Assam for cooking purpose. Health consciousness among the general public is improving. To a majority of customers, there is an emerging perception that all oils are bad. Oil is not good for heart. It helps in the growth of bad cholesterol. In this context, the brand "Pusti' may not be perceived as a "Pustikar" brand. However, despite the emerging perceptions, the sale of mustard oil is not decreasing. For many customers in Guwahati, it is an essential commodity.

Mr. Binoy Saikia, the Secretary of Kamrup Agro Processing Cooperative Federation Ltd., is contemplating an idea to promote the brand 'Pusti' on the planks of purity and nutritional benefits of Pusti.

Questions:

Will it be a right proposition for Kamrup Agro to promote its brand 'Pusti' on the planks of purity and nutritional benefits? Will the emerging negative perception of all oils (including mustard oil) adversely affect the promotional campaign?

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Name of the Paper: **Course Code:**

Centre for Internal Quality Assurance (CIQA)
Krishna Kanta Handiqui State Open University
City Office, Housefed Complex, Guwahati- 06

Learner's Feedback on Course

Dear Learner,

Regarding the course as mentioned above, we would like to know your opinions and comments so as to improve the quality of self learning materials in future. Please respond to the following statements by ticking the number you feel most reflect your opinion. After completion of the additional comments, please detach the page and send/mail the same to us at the address given below.

The Director, Centre for Internal Quality Assurance, KKHandiqui State Open University
Housefed Complex, Dispur, Guwahati- 781006
(E-mail id: ciqa@kkhsou.in)

1. Approximately how many hours did you spend for studying the units in the course? | | | |
2. Please give your opinions (by √ mark) to the following items based on your reading of the block:

Sl. No.	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I.	The SLMs of the course fulfil the learning objectives set out in the beginning of each unit					
II.	The units of the SLM could satisfy my academic needs and expectations					
III.	The Unit writers have excellent knowledge about the course contents					
IV.	Language and contents of the units were presented at a level which I could readily understand					
V.	Ample opportunity for participation in the activities provided in the units					
VI.	Used enough Illustrations (Diagrams, tables etc.) for conceptual clarity					
VII.	Quality of content is engaging, relevant, and up-to-date					
VIII.	The self check questions are very helpful					
IX.	The Possible/model questions and the answers to check my progress have benefited me a lot					

Additional Comments: *(Please feel free to provide your open comments)*

1. Which aspects of the SLM, according to you, worked well?

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2. What sort of changes/improvements do you feel KKHSOU could implement to improve the overall quality of the SLM?

Thank you for taking the time to complete this form.

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