

Impact of Strategic Advertising Policy on Organizational Performance

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Abstract – *The administration segment is extending at an expanding rate and is winding up strongly aggressive. The present powerful business condition is persistently changing a direct result of globalization, administrative changes, expanding force of rivalry, progressively requesting clients, new data innovation, and mergers and acquisitions (Wing et al., 2006). This has brought about business sectors that can be portrayed as progressively violent and unpredictable and has made numerous associations look for focused capacities that empower them to surpass customers' desires and improve advertise and monetary execution. Firms are progressively embracing promoting so as to lessen costs, increment piece of the pie and deals, and fabricate strong client relations. At the point when rivalry is sharp and the buyers are looked with mark decision in the market, it winds up basic for the retailers to comprehend the main considerations that can pull in the consideration of purchasers to their outlets. These then shape the reason for advertising keeping in mind the end goal to build the deals and eventually the execution of the outlet. Advertising assumes a vital part in our regular day to day existence. It predominantly decides the picture and lifestyle and it affects our reasoning and also on the state of mind towards ourselves and our general surroundings. Advertising demonstrates us prepared types of conduct in a specific circumstance. It figures out what is great and what is awful. We purchase what individuals say or "exhort". I picked this theme since it is exceptionally applicable today and it is intriguing by its multifaceted nature and mental quintessence. Everybody, even without acknowledging it, is affected by advertising. We don't see how it influences us. We have moved toward becoming slaves of logical and specialized advance, and advertising utilizes that skillfully.*

Keywords: Advertising Policy, Organizational Performance, Business Sectors.

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INTRODUCTION

Promoting is specifically connected to governmental issues. It decides the buy of toothpaste, as well as the decision of political applicant. At last it decides the way of political advancement of the nation and the governmental issues itself. This capacity of promoting is vital in our general public. Commercial showed up quite a while prior. Its reality in ancient circumstances is affirmed, for instance, by an Egyptian papyrus with the data of the up and coming offer of a slave. Advertising in those days was introduced by composed or oral declaration touting a specific item or administration. The oral promoting was spread by a type of barker. Other than papyrus parchments and wax sheets, the composed promoting was encapsulated in engravings on roadside rocks, and additionally on structures. As these days, there was an advancement of nearly everything - olive oil and amphorae to keep the oil, bulls, steeds and other animals, instruments and weapons. There was advertising of administrations too: in the declarations of that far off period there were calls to visit a bar that

offers exceptional bites and wine, or a challenge to visit open showers.

The advertising would most likely have not extended so much, if once human had not found the period of mass correspondence. The primary driving force for this was typography. Another imperative advancement was the creation and ensuing spread far and wide of the craft of photography in the mid-nineteenth century. A photo has filled in as a verifiable verification of advantages of the promoted item. The most imperative advancements in the worldwide advertising business were made in the twentieth century. It is no distortion to state that the twentieth century was the "time of promoting"- around then there were significant changes and developments in the field of innovation and advertising. It was the twentieth century when promoting turned into this so mainstream - basically because of the remarkable development rate of world mechanical generation, and additionally because of the presence of an ever increasing number of modern methods for making and conveying commercials: multicolor printing, simple

and afterward advanced radio, TV, satellite interchanges, lastly, PCs and the Internet. Advertising is everyday winding up more professionally composed and greater quality performed.

REVIEW OF LITERATURE

Jean Marc Lebu (2006) states that advertising is possibly a ground-breaking and awesome strategy for correspondence, It goes about as a speaker, pulling in the consideration of shoppers and in the best instances of to win their advantage, invigorate their craving and at last provoke them without hesitation.

Tarun Rai (2007) expressed that as long as item separation should be built up, advertising will keep on having a pre-prominent part to play. The part of promoting has turned out to be more honed, media has divided – an excessive number of channels, a lot of rivalry. Biting the dust idea of brand faithfulness makes the undertaking for mark fabricating that substantially harder. The part of advertising is never again just to advise or make mindfulness, "It ought to interest, move, appeal, astonish or induce individuals to purchase a brand. It needs to shock, engage, recount stories, associate inwardly, envelope the item in social settings lastly, it needs to assemble the business.

Tsai, Liang, and Liu, (2007) Notices likewise influence the learning by giving data, state of mind, identity, ways of life of the purchasers, and the way of life of the customer. The idea of promoting makes it conceivable to include the shoppers which enormously influence the purchasing choices of the customers

Piyush Pandey (2007) showed that the most essential part of promoting needs to play is to take the brands to customers hearts and make them charming. What's more, this should be possible by building up a connection between the buyer and the brand. At the point when the brand accompanies new suggestions or esteem increases, the shopper cheers for it.

Harish Bijoor (2007) brought up that advertising has advanced significantly finished the years. Promoting has proceeded onward and today it is tied in with engaging. Advertising needs to engage however it needs to offer too. Advertising must be created precisely in light of buyer understanding and conduct," Consumer request is the wellspring of income for promoting"

Kim and David (2008) examined the subject of what added to advertising agreeability and promoting dislike ability in India by studying the respondents in Mumbai. He brought up that the Indian respondents have an uplifting state of mind towards promoting by and large.

An examination led by **Vikram (2008)**, for the most part centered around the effect of T.V notices on the purchasing propensities for shoppers in Kerala. He watched that a substantial larger part of the

respondents jumped at the chance to watch promotions. He called attention to that independent of customer's age, sexual orientation, instruction, occupation, wage and place of staying; TV notices had a solid impact upon their conduct.

Anand and Hundal B.S. (2007) analyzed the focused purchasing conduct of country and their partners towards the buy of Refrigerator. The elements considered by them are thing need, image of societal position, promoting impact, mark notoriety and efficient gadget.

STRATEGIC ADVERTISING

Promoting is indifferent correspondence of data about items, administrations or thoughts through the different media, and it is generally convincing by nature and paid by distinguished backers (Bovee, 1992)

The standard meaning of advertising incorporates seven principle components:

1. Paid type of correspondence.
2. The nearness of a recognized support.
3. Appropriation through the media.
4. The nearness of a particular crowd for treatment.
5. Absence of personalization of appropriated data.
6. Pointed activity.

From this it takes after that advertising is typically a non-customized type of correspondence, paid by a recognized support, actualized surely through the media and other lawful means and intended to acquaint with a few items and its further procurement by potentially extensive group of onlookers of shoppers. Ad is the data disseminated in any capacity, in any frame or using any and all means, routed to a questionable number of individuals and went for pulling in thoughtfulness regarding the subject of advertising, the foundation or support of enthusiasm for it and its advancement available.

KEY STRATEGIC ADVERTISING

We can choose seven sorts of advertising:

Brand promoting: It is typically visual and literary advertising. Such advertising is planned essentially to accomplish a more elevated amount of shopper acknowledgment of particular brands.

Business and retail promoting: Promoting of this composes centers around the particular creation association or item deals: it can be an

administration organization or a shop. The primary assignment of the trade and retail promoting is to energize the inflow of potential purchasers by illuminating them about the place and the principle terms of the arrangement of specific products or administrations.

Political advertising: A standout amongst the most noticeable and the most powerful kinds of promoting, a positive picture of the lawmaker is shaped.

Advertising with a criticism: This write includes a trade of data with potential clients. Most basic way is a post office based mail to particular beneficiaries that has the best enthusiasm for sponsors as conceivable purchasers.

Corporate advertising: Such advertising never contains promoting data (in the traditional feeling of the word), and serves for the readiness of the general supposition (a specific fragment of purchasers) to help the perspective of the sponsor.

Business advertising: Professionally-arranged promoting, expected for appropriation among bunches shaped by their having a place with a specific occupation. Such promoting is spreading chiefly through specific distributions.

Open or social promoting – Not at all like business advertising, it is arranged to the group of onlookers, joined predominantly by individuals societal position - for instance, single parents, childless couples, adolescents, and so on.

FUNCTIONS OF STRATEGIC ADVERTISING

There are four principle elements of advertising:

Economical work: The idea of the efficient capacity of advertising is above all else to invigorate deals and increment the volume of benefits from the offer of a specific item for a specific unit of time. Promoting illuminates, makes the requirement for an item or benefit, and urges individuals to buy. The more individuals have reacted to the promotion, the better it is for the economy and the prudent prosperity of society.

Social work: Advertising data significantly affects the development of the cognizance of every person. When advertising is routed to purchasers, other than the advancement of an item, it likewise frames ideological estimations of the general public and toward the end has an impact on the character of social relations causes shopper impulses, urging individuals to enhance their financial

- State enhances the way of life of utilization. Looking at changed items and

- Services, the shopper, regardless, have a tendency to get extremely the best.

Marketing capacity: Advertising is an essential part of promoting. Advertising completely associated with the undertakings of promoting, whose last point is the full fulfillment of client needs concerning merchandise and ventures.

Communicating capacity: Advertising is additionally one of the particular types of correspondence. It is intended to play out a suitable imparting capacity, connecting together promoters and shopper gathering of people by the methods for data channels.

PLANNING OF AN ADVERTISING CAMPAIGN

Advertising effort is the arrangement of limited time exercises, created as per the advertising program and went for customers, speaking to fitting business sector fragments, with a specific end goal to cause their response and discover an answer for the vital or strategic destinations of an organization. Particular of discrete exercises amid the crusades depends basically on the advertising technique, which can be communicated, for instance, by catching the general market, its offer or section; presentation into another specialty; maintenance of beforehand caught showcase positions. Advertising foundation, human and specialized assets, set up level of correspondence and data supply are for the most part worth considering. Maker can depend on the high proficiency of advertising efforts just assuming: right off the bat, they are arranged and completed based on starter examines, considering the dynamic idea of the market. Also, limited time items are sensibly made, paramount and legitimately following up on a pre-chosen buyer group of onlookers. Thirdly, an adequately wide production is given by advertising implies that are most proper for the undertaking. Fourthly, the occasions in better places and at various levels of offers movement is composed.

Each promoting effort comprises of three fundamental stages: preliminary, meridian and the last one. The preliminary stage is the most critical one since two others rely upon it, and also the accomplishment of a promoting effort when all is said in done. The preliminary stage incorporates arranging of a advertising effort. Arranging thinks about the circumstance around the item available, and decides the cost of promoting. Subsequent to picking the sorts and strategies for circulation and figuring the volume of advertising, it is anything but difficult to compute the cost of obtained place or time for it. When arranging the advertising efforts it is considered that the accomplishment of market movement depends on fruitful promoting, as well as on factors that portray the item: the item's usefulness, cost and contenders.

STRATEGIC ADVERTISING DIVISION OR PROFESSIONAL ADVERTISING AGENCY:

For the association of special exercises the firm can utilize its own particular promoting office or an outside advertising office. This arranging stage is a standout amongst the most imperative since it decides the degree and type of director cooperation in the execution of the arrangement of a advertising effort. A further arranging process or the procedure of execution of the arrangement might be completely or mostly appointed to the showcasing office or advertising office. So as to settle on a choice on the foundation of duties supervisor ought to comprehend the points of interest and confinements of each conceivable choice. Special exercises in an association can be actualized by one of the association's workers. It can be a worker of the business office, the agent leader of the association, the CEO or an exceptionally appointed individual - promoting director. Guide claim to the advertising media can be utilized as a part of little firms, with a little measure of special exercises or restricted utilization of promoting media. With the steady reference to promoting media an exceptional advertising division is sorted out. The office takes the elements of setting up the monetary allowance, getting ready advertising messages or requests them from outsider associations (generally particular promoting organizations), utilizing and observing the advertising media, assessing the adequacy of limited time exercises. At the point when control is designated to the promoting division advertising supervisor's obligations differ altogether. His/her obligations will incorporate the administration of the advertising division. At the association of substantial scale provincial or national promoting efforts, publicist alludes to advertising media through advertising organization. A promoting office can offer the administrations of showcasing research, association of advertising efforts and an arrangement of measures for advertising.

ONLINE ADVERTISING:

An Introduction Internet has swiftly infiltrated into almost every domain of human activity, ranging from simple personal communications to advanced professional occupations, in past few decades. It is destined to attain the status of one of the most preferred media of human communication in not a very distant future. Internet as a medium of personal and professional communication offers copious opportunities to the users. Its inherent qualities such as interactivity ease of accessibility, measurability, ubiquity, personalization and timeliness – and the fact that these get transferred to most of the content communicated via internet – have the capacity to make it the medium of choice” for commercial communication for various industries. “The Internet has had a profound impact on strategic thinking (of businesses) because of its ability to change organizational cost structures and alter communication

patterns with customers”. Businesses across the globe have realized its potential and are actively experimenting with different ways to employ it to achieve their goals. “The ever expanding revenue that internet companies are reaping from advertising is evidence that the internet, like radio and television before it, is a medium effectively conquered by the advertising industry”. One of the most conspicuous effects of internet in the business arena is discernible in the field of advertising. A whole new domain of advertising with revolutionary attributes and ramifications has evolved. This has generally been referred to as Online Advertising, Internet Advertising, Web Advertising, Digital Advertising or Interactive Advertising. „Online” is a generally accepted adjective used widely to refer to various media or information accessible through internet. Advertising is a communication activity used (primarily) to sell different products and services and to convey public service messages to the masses in order to affect their lives positively. Online Advertising, therefore, may be defined as a communication activity aimed at selling multifarious products and services as well as to propagate public service messages to make a positive intervention in order to improve the lives of the masses. All the advertising messages promoting goods, services or public welfare delivered through the internet may be included under the online advertising umbrella. Online advertising, according to Louisa Ha (2008) refers to “deliberate messages placed on third party websites including search engines and directories available through internet access.”, Internet (or online) advertising may also be defined as promotion of goods, ideas or services to selected consumers using internet as a medium. Internet and Mobile Association of India defines online advertising as “a form of promotion that uses the internet and World Wide Web to deliver marketing messages”.

Online advertising provides a unique opportunity to advertisers to send tailor-made promotional messages to highly segmented consumer audiences (based on demographics, internet usage patterns, purchase propensities and geographical locations) across a number of platforms such as personal computers or laptops connected through internet and internet enabled mobile devices. With internet acquiring the status of a necessity rather than a luxury in the modern world and its indispensability in the personal as well as professional arena, online advertising is going to be one of the most important tool (if not „the most important”) tool in the hands of the corporate to appeal to their desired target audiences. Online advertising is interaction oriented. Therefore, the advertisement formats used on online media should also be interactive and barring a few aberrations, most of the internet advertising formats are interactive. In its initial stages, World Wide Web was primarily a page-based medium which was divided into certain predefined rectangular or square segments for the placement of banners or

text based click advertisements which expanded or led to the advertiser's website on clicking by the user. These formats were restrictive in nature as there was little scope for creativity. Interactive media has brought about rapid changes in the advertising landscape compelling the advertisers to come with better advertising formats in order to not only keep up with the changes but, also to leverage them for reaping greater benefits.

ADVERTISING IN MAGAZINES:

It is anything but difficult to recognize magazines from daily papers by their frame and substance. These conditions have influenced the substance and the presence of magazine publicizing. It is additionally influenced by some different parameters of yield information of magazines. The primary parameters of the yield information are periodicity, dissemination, size and volume, the accessibility of indices and extra issues. The vast majority of magazines mirrors the interests of an extremely restricted readership and don't have huge dissemination. On this premise it is important to think about the topical focal point of magazines. In a bright assortment of them the most plainly recognized are social, political, purchaser, business and expert diaries. Political magazines these days are not prevalent. Along these lines the flow of such magazines diminishes. Be that as it may, there are more buyer magazines that tell about the focal points and burdens of encompassing us products and enterprises of a wide request. There is a developing scope of business magazines. There are magazines for specific callings - teachers, specialists, architects, and so on. Exceptional magazines inform peruses regarding new films, life courses of action - the development and repair of houses and lofts, furniture outline, and so on. This gathering additionally incorporates auto magazines and magazines about creatures. There is a sort of magazine, for example, an inventory. The substance of such magazines completely comprises of materials containing a lot of concealed advertising.

IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR:

Clearly advertising gets techniques for effect to enhance its own productivity. Not just in light of the fact that therapists say as much, in the event that we break down our purchasing conduct without anyone else, we will understand that we are making a buy, complying with some motivation: we can think and waver for quite a while however at last we purchase. A decent advertising causes such drive to turn out. In this way, publicizing adds to a stupor with the purchaser's appearance of shopper beat. "All sciences are imperative. Be that as it may, for notice the most essential is a brain science. It gives the essential parameters for the advancement of publicizing ideas. What's more, proficient abilities of an adman should change over these mental ideas into all conceivable

publicizing shapes. The adman ought to make an interpretation of complex mental figuring's to alluring dialect that everybody can get it".

Psychology of advertising: The larger part of purchasers has huge numbers of surely understood generalizations:

Deficit: Continuously great and important. Great things can't be excessively. It is better if the item exists in in entirely restricted amounts. One has just to sort out an advertising effort: "There are just 10 "Porsche" autos left in the nation!". Furthermore, there are as of now a few a huge number of individuals joined to get it! These autos will be purchased up in two days.

Expensive product: Implies a decent item, All conventional is great and deserving of procurement. A few sellers compose on the jugs of wine that it has been made since 18 ... year. Some Russian dealers are notwithstanding making an antique style to demonstrate that their wine or vodka is extremely "established", even the mark is composed in the old Russian style to accentuate the coherence of winemaking customs. A few promoters essentially put in the focal point of the name a representation of the ruler trusting that the purchaser will comprehend that Catherine the Great has been drinking this wine without anyone else, and along these lines it unquestionably can't be awful.

Manipulation in advertising: The premise of any advertising innovation is the control of shopper conduct. Control is constantly done subtly, in light of the fact that who, being in a correct personality, will consent to be compelled to play out any demonstrations. The most essential thing is that the decision we made will be considered by us as our own particular sensible and adjusted choice. There are a lot of control strategies, for instance, such systems as fracture and restriction, at the point when, for instance, the most fascinating article in magazine is separated into a few sections, which are scattered around the magazine.

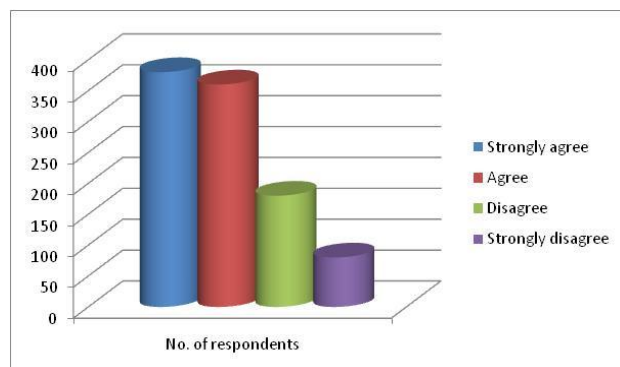
ANALYSIS AND DISCUSSION

Advertising Influences Consumer Buying Perception by Attracting Attention: It is found that the feedback from respondents on whether impact of advertising strategies used by Forever Living influence consumer buying perception by attracting attention to cosmetics products. The feedback from respondents was documented as shown in the table 7 below.

Table 1: Impact of advertising Attracts Attention on Forever Living Cosmetics Products

	Strongly agree	Agree	Disagree	Strongly disagree
No. of respondents	380	360	180	80
Percentage	38%	36%	18%	8%

The findings above show that 38% of respondents strongly agree that impact of advertising influences consumer buying perception by attracting attention to Forever Living cosmetic products while 36% agree, 18% disagree and 8% of respondents strongly disagree.



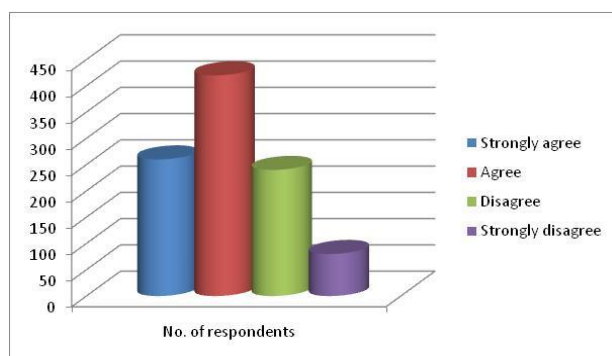
The respondents were of the opinion that impact of advertising enables consumers to find out various information about the cosmetics products including where the product was made, ingredients of the products, quality of the products and the benefits of using the product.

Advertising Influences Consumer Buying Perception by Arousing Interest: It is found that the feedback from respondents on whether impact of advertising strategies used by Forever Living influence consumer buying perception by arousing interest on Forever Living cosmetics products. The feedback from respondents was documented as shown in the table below.

Table 2: Impact of advertising Arouses Interest on Forever Living Cosmetics Products

	Strongly agree	Agree	Disagree	Strongly disagree
No. of respondents	260	420	240	80
Percentage	26%	42%	24%	8%

The findings above show that 26% of respondents strongly agree that impact of advertising influences consumer buying perception by arousing interest on Forever Living cosmetic products while 42% of respondents agree, 24% of respondents disagree and 8% of respondents strongly disagree.



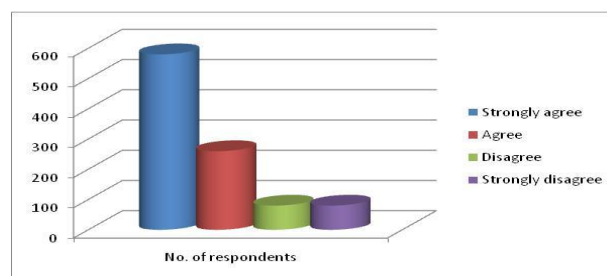
From the graph, it is found that the, impact of advertising influences consumers to purchase Forever Living cosmetics products instead of their competitions.

Advertising Influences Consumer Buying Perception by Creating Desire: It is found that the feedback from respondents on whether impact of advertising strategies used by Forever Living influence consumer buying perception by creating desire for Forever Living cosmetics products. The feedback from respondents was documented as shown in the table 9.

Table 3: Impact of advertising Creates Desire for Forever Living Cosmetics Products

	Strongly agree	Agree	Disagree	Strongly disagree
No. of respondents	580	260	80	80
Percentage	58%	26%	8%	8%

The findings above show that 58% of respondents strongly agree that impact of advertising influences consumer buying perception by creating desire for Forever Living cosmetic products while 26% of respondents agree, 8% of respondents disagree and 8% of respondents strongly disagree.



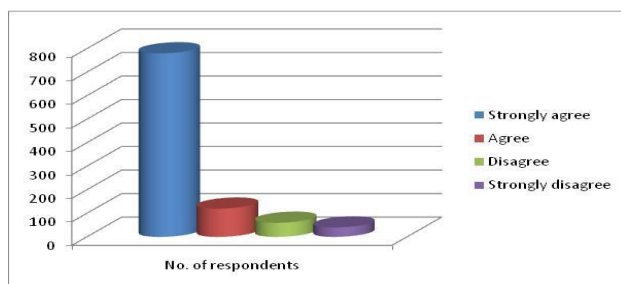
These findings suggest that impact of advertising helps to influence consumer buying perception by making the consumer want to use Forever Living cosmetics products instead of other cosmetics products.

Advertisement which Influence Consumer perception: Based on the third objective of the study, this sections explains how different elements of impact of advertising influence consumer buying perception.

Product Benefits: It is found that the feedback from respondents on whether product benefits influences consumer perception. The feedback from respondents was documented as shown in the table 11 below.

Table 4: Product Benefits Influence Consumer perception

	Strongly agree	Agree	Disagree	Strongly disagree
No. of respondents	780	120	60	40
Percentage	78%	12%	6%	4%

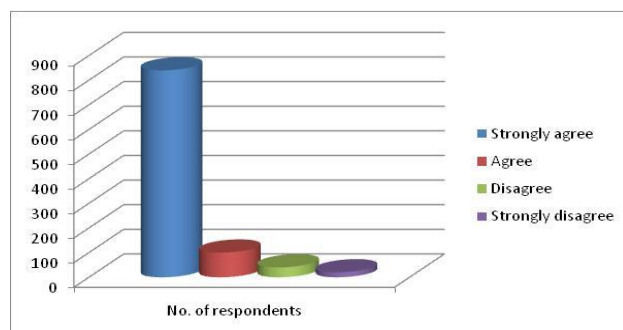


The findings above show that 78% of respondents strongly agree that product benefits influences consumer buying perception, 12% of respondents agree, 6% of respondents disagree and 4% of respondents strongly disagree. These findings show that product benefits influence consumer buying perception. Consumers are more likely to purchase products after they become aware of the benefits of using that product through ads.

Product Quality: It is found that the feedback from respondents on whether product quality influences consumer perception. The feedback from respondents was documented as shown in the table 12

Table 5: Product Quality Influences Consumer Buying Perception

	Strongly agree	Agree	Disagree	Strongly disagree
No. of respondents	840	100	40	20
Percentage	84%	10%	4%	2%



The findings shown above show that 84% of respondents strongly agree that product quality influences consumer buying perception while 10% of respondents agree, 4% of respondents disagree and 2% of respondents strongly disagree

CONCLUSION:

The present investigation has embraced a significant perspective of advertising and its viability as far as mentality towards the commercial, state of mind towards the brand and buy goal. It was speculated that purchaser mentality towards publicizing, towards a brand and buy expectation would likewise be a component of the validity of the support mark. The significance of publicizing is continually developing in this day and age. The media of social message have its awesome effect all around, comparably publicizing, which utilize media as its instruments, is a convincing

and great power that is forming conduct and state of mind in the public arena. Social Advertisements are ceaselessly endeavoring to persuade individuals for social reason, for example, leaving the medication, quit smoking or stop brutality and so on. Each individual on the planet is purchaser of social battles. Fundamentally social Advertisements are produced by various government or nongovernment associations. Aims behind social Advertisements are to separate the act of undesired conduct in the public arena or to invigorate the alluring behaviors towards condition, individuals and environment. Each business endeavors to remain forthright with their consumers. The free market situation has brought a circumstance that is described by merciless rivalry. We face a daily reality such that is led by "survival of the fittest" approach. The race to be ahead has brought about organizations thinking of new and inventive advertising techniques to pick up a focused edge over their rivals. Advertising can be considered as a standout amongst the most imperative device that can be utilized to create mass scale attention to the item in the market. In the period of merciless rivalry, the advertisers need to devise novel methods for imparting about the esteem they would offer to the consumers. Sponsors must figure out how to make their ad not quite the same as the others.

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