

Recent Trends in Advertising Communications

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Abstract – This paper focuses on the influence of advertising communications on effectiveness of online advertising, based on the interactivity between consumers and advertisers. This study also focuses on the recent trends in Advertising Communication. In all fields of communication, the Internet is the latest information technology with the reputation of urgency and rapidity, thereby bringing globalization. Communication through the internet is more precise, with its users having a successful interactive strategy. Online advertising has taken new forms in recent days, gaining more advantages over conventional media such as print, television and radio. Communication in advertising is becoming accurate, intimate, interesting, interactive as well as social. On numerous social networking sites such as Facebook, Twitter and YouTube, various communication techniques are pursued. The review of the study focuses on the essence of advertisement research. Along with the Advertising Communication Model, this paper also focuses on emerging developments in marketing communications. The recent growth in customer reaction to ads has served as an impetus to explore the psychological dimensions of advertising research, since the data collected during advertising research helps address the question of how advertising actually works.

Keywords: Advertising Communication, Digital Marketing, Social Media Manager, Social Networking Sites.

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I. INTRODUCTION

Advertising is considered to be one of the marketing communication tools. Communication is the process of giving or an exchange of information and the science of transmitting information as well. In the world's complicated society, advertising has developed into a significant communication system which connects both consumers and businesses. The communication of advertisement can be distributed via various mass media, including conventional media such as television, broadcasting, magazines and newspapers. In addition, the Internet industry is becoming a new platform for businesses, offering a new living space for business growth and development in particular. Consequently, as the dynasty of knowledge boom is coming, online advertising, which seems to be a new type of advertising, has been investigated. It is also one of the methods for collaboration in marketing. They are regarded to be an investment in a long-term phase when it comes to the consequences of ads. [1]

The communication of advertisement can be distributed via various forms of media, including conventional media such as television, broadcasting, magazines and newspapers. In particular, the Internet industry is becoming a new platform for businesses, offering a new living room for business growth and development in particular. And hence, as the dynasty of knowledge revolution is increasing, web marketing, which is a new method of promotion, has been

explored. It is also one of the methods for collaboration in marketing. In order to explain it in depth, history will be learned first.

History of Advertisement

Advertising, the strategies and methods used to make public notice of goods, services, views or causes in order to convince the public to respond to what is marketed in a certain way. All advertising includes marketing a product that is for sale, but, among several other examples, similar strategies are used to persuade people to drive safely, to help different causes, or to vote for political candidates. The most significant source of revenue for the media (e.g. newspapers, magazines, or television stations) through which it is carried out is advertisement in many countries. Advertisement has become a broad and significant service sector in the non-communist world. [2]

This advertisement was carried out by word of mouth in the ancient and medieval world as it came into existence. Throughout the 15th and 16th centuries, the first step in modern marketing came with the advent of printing. Weekly newspapers in London started to carry ads in the 17th century, and such advertisements flourished in the 18th century.

In a range of media, advertising has grown. Maybe the most essential was the newspaper, providing

wide circulations of advertisers, a readership situated close to the place of business of the advertiser, and the ability to change their ads on a regular and daily basis. Magazines, the other key print media, may be of public interest or may be targeted to specific markets (such as individuals who are interested in outdoor activities or computers or literature) and may give producers of items of particular interest the ability to make contact with their most likely buyers. Regional editions are issued by many national publications, enabling a more selective targeting of advertising. Television and radio have been the most prevalent media in Western industrial nations. While radio and television are state-run in some nations and do not allow ads, advertisers are able to purchase brief "spots" of time in others, typically a minute or less in length. Advertising spots are transmitted between or during periodic shows, often defined by the advertising company at times and often left up to the broadcaster. The most relevant information about a given TV or radio show for advertisers is the size and composition of its audience. [3]

The relationship between Advertising and Communication

Business advertising is a kind of contact that persuades and inspires individuals to take concrete action. Communication is essential because it introduces customers to the various products that the organization has to offer. The benefits, attributes and principles of a certain product are often seen in advertising. Purchase or participation may be the action. Changing people's commercial behavior is one of the consequences of ads.

It is also important that advertisers connect with consumers. 'Marketing and communication' is a term that illustrates all aspects of the marketing process of a company. This needs both customer service and analysis. The majority of businesses use advertising study to know their clients.

The practice of using signs is communication; symbols and images make sense or share information to transmit a message. Communication with marketing includes sharing information about a particular product as well as a service. A very effective method of communication is advertisement. Communication is a regular process of passing information from one party to another. [4]

Psychologists have been treating communication in common and advertisement in particular, starting with the motives of the recipients, who hold a key role in the study. This is due to their effect on the recipient's interpretation. They assume that consumer behavior is motivated by motives. In order to find the most successful advertising message or to eliminate communication problems, the goal of the advertising maker is to understand the reasons for customer behaviour. Other forms of study and investigation have arisen with the psychological point of view, according

to the contributions of neuroscience. [5] In order to validate the hypotheses, proof (obtained through experimental experimentation) has become the required assistance. The psychological approach has the advantage of evaluating the efficacy of ads in relation to the sender of the message, specifically the characteristics of the customer. On the other hand, the method does not have exhaustive responses, not delving into the specific triggers that lead the receiver of the promotional message to willingly expose them to the message, decipher it, store it and ultimately make the purchase. Thus the whole communication process and in specific, external factors, particularly those associated with environmental, that might play a key role in deciding the recipient's actions, are not taken into consideration. [6]

II. ADVERTISING COMMUNICATION MODEL

Advertising communication can be defined as a perception process of the source, a message, a communication channel, and a receiver. By transmitting the message to family members and friends, a recipient might often become the source of information. This kind of communication is called word-of-mouth communication, which involves social interactions between two or more people.[7]

Advertising communication includes

- Any content published by using any medium or operation performed by or on behalf of the advertising company that has limited influence over the advertiser.
- Anything that catches the public's attention in the ways that support particular goods or service actively or passively.

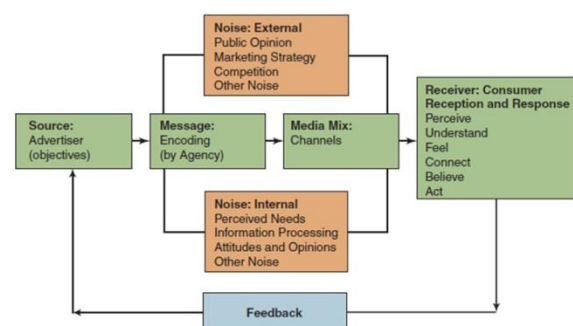


Figure 1: Advertising Communication Model

In an efficient advertisement communication process, the model describes the main factors. The sender must be careful of his target audience and the sort of answers he needs. They must be sufficiently qualified to encrypt the messages and consider how the message is normally decoded by the audience. In advertising, the contact procedure requires sending or transmitting a message through

a channel from the source or sender to the receiver or audience. [8]

1. SOURCE:

The contact mechanism for ads starts with the sender, who is often referred to as the communicator or source. A source is the center or point at which the message originally comes in a communication system for ads. The individual who starts the process of communication is usually referred to as the source. Services are generated, encoded and transmitted to the receiver by the source or the sender. The source should relay the message to the target audience via efficient media. In a manner that can be interpreted, the sender must encode the message and afterwards send it to the recipient. Senders must establish feedback channels as well.

2. MESSAGE:

The message refers to the material, idea, impression, feeling or perspective that the sender wishes to communicate to the recipient. Responding to the sender is a key that activates the receiver. The sender must guarantee that the message sent must be transparent and concrete. In certain cases, including laughter or anxiety, the message can be communicated to the recipient.

3. MEDIA:

Media refers to the various outlets or media that are being used or used to transmit your message. The tool is the means of transmitting a message to a receiver. Verbal networks such as phone or word-of-mouth communication or non-verbal communication such as e-mail or text messages can be included in the medium. There are advantages and disadvantages of each channel. Written correspondence can be used to communicate messages to a small number of people, although it is possible to use oral or verbal means of communication to relay messages to a wide group of people. Television, radio, newspapers, magazines, billboards, e-mail, internet ads and so on are the platforms of the advertising contact system. Communication impact and strength can vary from one medium to another.

4. RECEIVER:

In an advertisement communication scheme, the recipient or the translator belongs to the intended audience or the person to whom the message is meant. Variables such as lifestyle, demographics, and benefits sought can be described in terms of specific audiences and many more. The receiver's characteristics, demographics, psychological and social characteristics provide the framework for understanding the mechanism of communication. The recipient must be able to access the information first and then decode or translate it in attempt to comprehend the information from the sender.

5. FEEDBACK

Feedback is an essential aspect of the communication process as it allows the sender to evaluate the message's performance. It helps the sender to examine by a decoder the exact meaning of the message. When the message has been effectively sent, understood and accepted, the contact process achieves its end target. Feedback, such as written or oral feedback, may be direct or may also come in the form of an action when it comes.

6. OTHER FACTORS

The method of communication may not always be smooth and easy. The above elements influence how knowledge is sent, obtained and processed, but when conversation is going on, there could be some disturbances.

Noise

Any form of disturbance that influences the message being sent, received or understood may be noise. This is something that distracts the recipient from the message being sent. Noise may be a consequence of so many calls. If your message is too close to that of your rivals, it can also be produced. If the receiver is unable to distinguish between your product and the product of the rival that already exists in the market, the receiver will not purchase your product.

Encoding

The development of a message is the encoding of a message. It is a system of meanings that are coded. The communicator or encoder offers a form for the message in the process of communication. The encoder correctly encodes the text in his imagination and conveys it to the recipient. This message is perceived by the recipient according to his knowledge and comprehension. There is no definition of communication without any of the encoder or the source.

Decoding

A continuous flow is communication. Successful message decoding is a skill. Decoding refers to such as his perspective and knowledge, the interpretation of the message encoded by the source. The encoded information would be easily decoded by the recipient if the message is easy and transparent. It is essential to be explicit, precise, plain, and significant in the encoded message so that the message is not misunderstood at any particular time.

7. CONTEXT:

This is the forum or scenario where the interaction takes place. Context can like noise, affect the

efficient exchange of information. It may have a social cultural or emotional dimension to it.

The communication model does not end at the recipient; it determines the ability for the recipient to participate in word-of-mouth communication. Then the receiver will become a temporary source as well as the receiver again becomes the destination. A major part of the campaign may become word-of-mouth communication arising from ads. There's great credibility in word-of-mouth contact. Advertising can encourage word-of-mouth contact, and if it is not able to stimulate it, it can be of great benefit to know and understand its effectiveness. [9]

III. FUNCTIONS OF ADVERTISING COMMUNICATION

There are four main functions of advertising:

Economical function: The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economic wellbeing of society.

Social function: Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also

- Helps to form ideological values of the society and at the end has an effect on the character of social relations
- Causes consumer instincts, encouraging people to improve their financial state
- Improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best.

Marketing function: Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services.

Communicating function: Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels. (Frolova, 2014)

IV. EFFECTIVENESS OF ADVERTISING COMMUNICATION

The problem of determining the effect of advertising communication, i.e. the calculation of the results of firm activities through advertising by communicating with people is one of the toughest in advertising practice.

The concept of advertising communication effectiveness contains such different ideas as economic benefits, psychological and social effect expressed in a certain impact on the society in whole (in particular, the influence on the formation of taste preferences of people, their views and ideas about different moral and material values). Effectiveness of advertising campaigns is measured by reaching the target indexes of sales volume, market share, awareness and consumer preferences, i.e. achievement of all planned goals and objectives. [11]

Thus, the basic parameters of the advertising and information policy are tested:

- Attention: how many people remember that they have seen the commercials;
- Identification: how closely the advertisement or the product is related to brand or advertiser;
- Understandability: if the information that advertisement is providing makes any sense;
- Reliability: does the message include arguments so the potential client can trust it;
- «Positive» interest: if the advertising is interesting enough for a potential customer that it can lead to the purchase of the advertised product.

V. CLASSIFICATION OF THE MODELS OF ADVERTISING COMMUNICATION

A classification of the principal models of communication is set out, and will be applied in the analysis of the field of work: [12]

Rational (communication focused on the product)

- Rational (Information) Model

It provides information about the brand, or the product, category and consumer. These campaigns eschew the emotional component. It is a model in

which the benefit and the reason why constitute the axis of communication.

- Rational Empathetic (Persuasion) Model

This seeks to capture attention by drawing the interest of the audience by means of novelties and by adding an emotional element to make the message more memorable. The information may be presented in the form of a challenge to initial perceptions of the category or even to strengthen the perception of the brand itself.

Emotional (consumer focused communication)

- Classic Emotion (Emotional involvement) Model

Campaigns that seek to exalt the feelings and emotions of the audience and so create an engagement with the campaign and the product/brand being advertised. The intention is to transfer these emotions onto the brand and generate empathy with the consumer. On occasion product information may be included although this is done anecdotally.

- Fame

As an objective it seeks to generate notoriety in the form of talk-value and word of mouth. It focuses on the generation of entertainment. They are campaigns in which the main purpose is to be spoken about to gain earned media principally on social networks. The connection they aim to achieve with the consumer is attitudinal and the information is minimal.

- Social Creativity (new model) Model

These are the Campaigns that require the involvement of the consumer with the content. They explore any tensions there may be in the category and specific context and use them to benefit the message. They make participation the axis of the campaign by inviting consumers to share space with the brand and fellow consumers. They are collaborative campaigns which can easily become high profile through the buzz they generate.

- Cultural Emotion (new model) Model

These are the Campaigns which break with the conventions of the categories to which they belong in order to take a position on tensions and conflicts that affect their clients. They seek not only awareness but also recognition, a connection and an emotional link between the brand and the consumer. [13]

VI. RECENT TRENDS IN ADVERTISING COMMUNICATION

Communication is more complex than it has ever been, whether it's personal communication with friends, relatives, and colleagues, or a big brand

talking to its customer base. New and innovative networking techniques have been introduced by the widespread adoption of the internet in the early 1990s, including using digital technology to exchange the messages more easily and over greater distances. Social media networks and video streaming services have become popular platforms for digital content distribution and discussion; smartphones have enabled brands to reach consumers irrespective of their place.[14] These technological advancements have impacted conventional communication careers, laying the foundation for digital media to establish partnerships with their customers as a significant influence on corporations and brands.

The future of the media continues to shift to entertainment, news, and business digital media, which converts into substantial business opportunities. The digital media industry continues to expand, according to the Pew Research Center, with approximately 93 percent of American adults receiving some of their news online. For companies, it is important to maintain a digital presence that enables them to connect with their right audience.

There are main areas of development to track as professionals with a communication degree focus on the future that are important in shaping the communication professions of the future. Digital marketing focuses on social media administrators, digital media managers, content strategists and communication experts in various ways. The requirements of these positions differ and can include designing plans for social media and content, as well as implementing them through social media messages, blogs, landing pages, videos, and more. Moreover, within this area, customer experiences, relationship management and data analysis are key attributes.

CONCLUSION AND RECOMMENDATIONS

The purpose of this paper is to provide additional insight into some of the theoretical and managerial issues in designing, implementing, and evaluating marketing communications programs in the changing environment. This study helps to explain the impact of marketing communications to the concept of its effectiveness. The paper also provides a perspective of how to analyze the factors affecting the advertising communications effectiveness.

Communication should be more preferred than advertising: people do not prefer buying products through social networking sites. So, if anything is communicated well and remembered by the audience, then it is a greatest success to the company for their promotion through social media or any other platform. So advertising must be interactive, promotional and in innovative form to hold the audience. It should target the individuals

than the mass. If an ad is hosted for a group then that would be no advantage in delivering specified information.

Considering this research as the base, further elaborated research works need to be conducted to specifically understand the importance of Advertising Communication.

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