Advertising   and Salesmanship

Meaning of Advertising

- Derived from original Latin word 'advertere' which means 'to turn the attention'.

- • Advertising is a tool of mass communication.

- • It makes mass selling possible.

- • It is a macro concept: representing the entire advertising industry.

- • It promotes the goods through information and persuasion.

Definition of Advertising

- 1. According to **William J. Stanton,** "Advertising consists of all the activities involved in presenting to an audience a 1. Non-personal, 2 sponsor-identified, paid-for messages about a product or organization."

- 2. According to **American Marketing Association** "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

- 3. According to **Webstar,** "Advertising is to give public notice or to announce publicity".

FEATURE OF ADVERTISING

- **1. Communication**: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

- **2. Information**: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

- **3. Persuasion**: The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique

FEATURE OF ADVERTISING

- **4. Profit Maximization**: True advertising does not attempt at maximizing profits by increasing the cost but by promoting the sales. This way it won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.

- **5. Non-Personal Presentation**: Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

- **6. Identified Sponsor**: A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.

FEATURE OF ADVERTISING

- **7. Consumer Choice**: Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

- **8. Art, Science and Profession**: Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organized knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

- **9. Element of Marking Mix**: Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

- **10. Element of Creativity**: A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

Advertising and Salesmanship

Advertising

- 1. Advertising is an impersonal attempt to persuade people to buy goods or services.

- 2. Advertising is concerned with the establishment of contact with the people through message.

Salesmanship

- Salesmanship is a personal attempt to persuade people to buy goods or services.

- Salesmanship is concerned with the establishment of contact with the people through persons, i.e., salesmen/saleswomen.

Advertising and Salesmanship

Advertising

- 3. Advertising is addressed to the masses.
- 4. Through advertising, a large number of people can be contacted.
- 5. Advertising saves much time.

Salesmanship

- Salesmanship-talks appeal to specific individuals.
- The number of people contacted through salesmanship is limited.
- Salesmanship is a time consuming process.