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## Literature Review on Advertising

Advertising or propaganda is the way in which products or services enter the market and become more desirable and more demanding. When advertising is important, the product message is comprehensive in order for the target market consumers to notice it. Market communication is a daily part of life and everyone is in their own way exposed to different forms of advertising. Today, everyone is exposed to mass media, and the most important source of information is television and the Internet. Through market communication, only products and lifestyle are offered. In this paper we will explain in detail the term of advertising, the goals and the advertising function. We will get acquainted with advertising creators, such as advertising media, as we have said as a source of diverse information. Apart from the notion of advertising and mass media, we will also cover advertising appeals. Appeals are incentives that activate the desires and emotions that encourage the creation of needs for a product or service. Advertising or propaganda as an element of insecure competition should link production and consumption, which in the final sense means connecting producers and consumers and harmonizing their common interests and needs. Any information sent to consumer products through the media is an advertising message. Remembering an advertising message, however, has a significant amount of repetition of the advertising message and the repetition time interval. Therefore, these messages need to be repeated more frequently to be remembered by consumers, and this repetition is crucial particularly today when the market is saturated with various types of products which are indeed a lot and each manufacturer must work to get the attention of existing and potential consumers of their products.

Advertising is any paid form of non-personal presentation and promotion of ideas, products or services from a recognizable sponsor (Kotler, 1999). English word advertising - advertise, is derived from the Latin word "adverter", which means paying attention to something. The term advertising is of newer date in economic theory, and also in the theory of marketing. This term has only recently replaced the concept of

# SAMPLE

economic propaganda, which, although still not entirely, replaced the concept of advertising. Under advertising, we mean "excessive boasting, fairing trickery, unrealistic and excessive emphasis on quality that does not exist, with the aim of achieving faster sales" (Kotler & Keller, 2007). The advertisements originate from the Latin verb "clamare" which means screaming, or "reclamare", echo. Though the advertisement appeared a long time ago, its true form survived the transition from the 19th to the 20th century. Advertising as a notion, though discredited in theory, is still there present in practice. The main feature of advertising is excessive boasting of products or appearances, most commonly present at fair events in order to attract customer attention. Advertising in itself contains mostly untrustworthy or semi-authentic features.

The word propaganda was first mentioned in 1627 by Pope Urban VIII. He founded the Congregation of Propaganda Fide and Propaganda Collegium for the dissemination and consolidation of the Catholic faith in the world. Since then, the term propaganda is linked to the concept of expanding and deepening political, religious, cultural and other ideologies and understandings. Propaganda comes from the Latin word "propagated" which means further spreading and "propagating" with the help of the author's spread. Propaganda refers to the organized spread of individual ideas, principles, and doctrines by using true or false arguments to attract individuals or groups of people to be the carriers of these ideas. Accordingly, propaganda represents an appropriate form of communication, i.e. transmission of messages in different areas of human activity, as it can be used and used, for example, as military, political, and health propaganda. By adding the attribute "economic" to this concept, I first wanted to point out the two personalities of such propaganda; that it is used in the field of economics, and that it is designed and planned to carry out an objective, truthful information on a particular area of human activity.

The basic advertising goal is to shorten the distance between the manufacturer and the consumer, i.e. by allowing it to direct, accelerate, and quantitatively increase product transfers from the producer to the consumer, and to reach consumers in an ever-increasing supply of products on the market. Advertising also enables buyers or consumers, facilitating alternative choices, informing about new or highly-modified products, and enhancing selective attention. By acting with it, advertising should mean,

# SAMPLE

interpreting and persuading customers or consumers, to positively and qualitatively and product and service characteristics, educate consumers, while doing so in a generally accepted way. Because of all this, the most appropriate definition of advertising, i.e. economic propaganda, is what the Cursor states: Economic propaganda is a set activities, i.e. any activity that by means of visual, acoustic and combined the message informs consumers of certain products and services and influences them to freely choose and buy these products to begin, increase or continue their sales, and their business has been successful.

Four basic features that define advertising more closely:

- Paid form of promotion; When certain information and entertainment messages appear in the mass media, and there is no pay, it is about publicity. On the other hand, advertising is a paid form of promotion and its purpose is to present a product or service to a broader audience with a view to achieving communication, economic or both.

- Non-personal presentation; Advertising is not about direct communication, as is the case with personal sales, but communication is conducted through mass media to a large number of unknown recipients.

- Ideas, Products and Services; Part of the definition shows that advertising is interested a much wider aspect than promoting the product itself. In the area of contemporary advertising, a much larger share has advertising services, banks, insurance institutes, airline companies, etc. than advertising products. More important place is political advertising, institutional advertising, etc.

- Known message sender; This feature separates advertising from some others forms of marketing communication. While the latter communicates opinions and ideas to influence citizens and create opinions, the sender of the advertising message in the principle is known and can be identified or explicitly cited within the advertising campaign itself.

The ultimate advertising goal, as part of a marketing mix, is to sell products while gaining profits. However, from the point of view and the time of return of funds invested, the following advertising goals can be set: Stimulating primary or selective demand; Advertising of products or institutions; Creating direct (action) or indirect effects (preferences, opinions, attitudes).

# SAMPLE

Primary demand is created for products that are at the beginning of life and when consumers need to create a new habit of using these products (Verplanken & Wood, 2006). In order to achieve product acceptance, it is important for consumers to get acquainted with the features and benefits of the product, and for the act of introducing consumers to the new product deserves to be advertised. In the creation of primary demand, market leaders are independently involved, and companies that combine advertising efforts together with other companies that produce similar products. Four Reasons for Horizontal Business Cooperation in Advertising: Stopping the decline in demand and achieving possible growth in the example the tobacco industry, where through the joint action of advertising agencies stopped the decline in demand; Overcoming negative publicity can also be overturned by the common efforts of the advertising campaign; Stopping the effect of the substitute on the example of a successful advertising campaign by tea producers that was so successful that it was followed by coffee makers; Encouraging new forms of advertising through advertising so that the producers are Diversify their products as an example can be mentioned the fruit industry that is diversifying their products into frozen juices, candied fruits etc. Apart from the horizontal form of cooperative advertising, there is also vertical co-operative advertising. Vertical advertising is promoted by manufacturers' specific brands, and all of them from raw material producers to distributors and retailers are involved (Guan & Rehme, 2012).

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