
PRESENTATION

& ANALYSIS

OF DATA

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=: CHAPTER - IV :-

= : Presentation and Analysis of Data :

Introduction:-

In this chapter, the data collected in response to questionnaire is summarised partwise and in some cases it is in a tabular form.

All the tables are enclosed in Appendices under alphabet A with serial number given to each Table e.g. For Table No.1 - Appendix No. A₃ .

Appendix No. A₂ refers to List of publicity organisations in Kolhapur city.

Questionnaire :

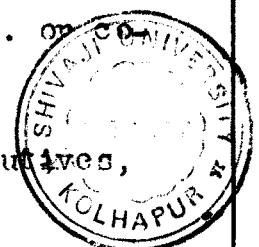
Part: A :- Questions under Part 'A'

Question No. 1 (A):- Seeks to know the year of establishment of advertising agencies.

Question No. 2(A) :- Is intended to know the location of head offices and number of branch offices of reporting agencies.

Question No. 3(A) :- is framed to know the form of organisation whether it is propriety, Partnership, public Ltd. private Ltd. or cooperative form.

Question No.4 (A) :- is to know the number of executives, technical and office staff.



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Question No. 5 (A) :- is intended to know the ~~are~~ exact organisational structure of advertising agency.

Question No. 6(A) :- is framed to know the billing figures approximately which are taken as an indicator for assessment of size of publicity organisation.

Question No. 7(A) :- ~~is~~ is designed to know which type of clients are coming to secure the business whether they are from public sector or private sector.

Part 'B'

Questions under Part ' B'

Question No.1 (B)(i) :- is to know the organisational set up for looking after agency- client relationship.

Question No.2(B)(ii):- Seeks to know how many clients an executive looks after.

Question No.2(B) :- is designed to know the nature of industries which go for hiring the services of agencies.

Question No.3(B)(i):- Seeks to know the procedure or method adopted for securing the business.

Question No.4(B)(i) :- is framed to know the usual system of charging the client.

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Question No.4(B)(11):- is designed to know the type of services which should be rendered to clients of the charge is 15%.

Question No.5(B):- is to know which extra services are offered to clients in different areas i.e. Marketing, Merchandising, Public relation, Trade promotion, Research and product Analysis.

Question No.6(B):- is intended to know the appropriate time required to mould first informal contact with a prespective client into a formal contact.

Question No. 7(B):- Considers the strong point (s) over completitors.

Part : C :- Questions under Part ' C '

Question No.1 (C):- is designed to know the procedure for chalking out an advertising plan.

Question No.2 (c):- is to know the nature of medium or media ~~used~~ used by reporting agencies.

Question No.3 (c) :- is designed to know media selection consideration by reporting agencies.

Question No.4(c) :- Seeks to know what arrangements agencies had for buying media space/time

Question No.5(c) :- is designed to know theme /appeal selection considerations by reporting agencies.

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- Question no. 6(c):- Seeks to know considerations for copy - writing.
- Question no. 7(c):- is designed is know the methods of pre-testing the copy by Agencies.
- Question No.8(c) :- is framed to know the considerations for preparing a layout.
- Question No. 9(c) :- is designed to evaluate ~~and~~ an advertising campaign with critena and procedures.

Part 'D'

Questions under Part ' D '

- Question No.1 (D):- is intended to know their views on getting themselves advertised and reasons for them.
- Question No.2 (D) :- Considers the problems faced by agencies in the course of business operations.
- ~~Question No.3(D):-~~ ~~Considers to know advertising in Kolhapur city in the context of changing environment.~~
- ~~Question no.3(D):-~~ ~~considers to know Advertising agencies operation in particular in Kolhapur city.~~
- Question No. 3(D) :- Seeks to know the suggestions concerning this research works and invited them to comment on this study.

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=: Organisational Profile : -

In this section I have analysed organisational aspects of advertising agencies which include their period -wise establishment, location and concentration, form of ownership size of agencies as indicated by billing figures, strength and nature of workforce and structure of organisation as per the data collected by different publicity organisations.

1, Establishment:

(Please refer to question No. 1(A))

On the perusal of information supplied by various publicity organisations, I found that there is only one organisation which was established as long back as in the 1940's . It was the period incidently, in which publicity organisations had started coming up in Kolhapur city.

On the other hand, our sample also included various agencies which were established as recently as in the 1982-83 also.

To show the period wise establishment of reporting publicity organisation. Table No.1 is prepared.(Please refer to appendix No. A3)

Thus our study included both old as well as new agencies The first publicity i.e. Jayendra publicity was started in 1940 -41, in Kolhapur city.

Table No.1 shows that the major spurt in the establish-

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ment of publicity organisations was witnessed in the 1970's although new agencies were coming up in each period. There would be several reasons for this large growth, one of these could be that increased industrial and business activities, as a result of various developmental plans, resulted in increased demand for advertising activities.

2. Location and concentration :- (Refer to Question No.2(A))

One of points in which I was interested to learn was about the concentration of advertising agencies.

Response given to this question by reporting publicity organisations shows that publicity organisations in Kolhapur city were mainly concentrated in the centre of the city. They have no branch offices at all. Many publicity organisations are concentrated in their premises only.

These are concentrated at places like Shahupuri, Rajampuri, Bagal chowk, Bazar gate, Mahadwar road, Tarabai road, and also near shivaji stadium etc.

3. Form of Ownership :- (Refer to question No.3(A))

Like the evolution of other industries and organisations in Kolhapur City, ad. agencies or publicity organisations, were also following more or less the same pattern.

Response given to this question shows that most of the reporting publicity organisations are proprietary in nature and very few are in partnership. There are no public Ltd. private Ltd. and co-operative advertising agencies in the sample.

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4. The Publicity Organisations work force: (Refer to question No. 4 (A))

The study had also intended to learn about the strength and nature of work-force in the publicity organisations. Accordingly, the information regarding total number of employees together with their breaking into executive and non executive categories were obtained. It may be mentioned here that out of the 10 reporting publicity organisation 6 did not supply any information in this respect as proprier being the only person who is handling all the work. It means that all sort of work is done by him or temporarily from others i.e. artistic work is done by artist if proprier himself has not Idea about art.

On the basis of responses given by 4 publicity organisations to question No.4(A) I have prepared a table showing distribution of employees of reporting publicity organisations. (Please refer to Appendix No. A4 for Table No. 2)

The number of executives and non-executives including technical and office assistants gives the total number of employees working in publicity organisations.

As per the table No.2 the highest figure of total number of Employees are seven in Jayendra publicity ~~india~~ including 2 executives and 5 non- executives of which 2 are technical assistants and 3 are office clerks, This is the only publicity organisation where two executives are employed.

Then in Chandrakant publicity total number of employees

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are 6, out of that 1 is executive and 5 are non executives of which one is technical assistant and 4 are office clerks.

In Advantage publicity total employees are 3, out of that one is executive and other two are technical assistants but in sudin publicity there is one executive and 2 office clerks or assistants means he is getting his technical work done through outsiders.

The one of the objectives of the study was to find out the ratio of non-executives to executives to have an understanding of the utilisation of manpower by publicity organisations.)

5. Structure of Agencies: (Refer to Question No. 5 (A))

One of the important objectives of this project was to learn about the nature of functions being performed and services which are rendered by publicity organisations in Kolhapur city. Accordingly I studied the organisation structure of the reporting publicity organisations as it is the structure of the organisation which very often is the indicator of functions being performed and services being rendered. It may however, be stated here that ~~that~~ a large number of reporting publicity organisations (9 to 10) made no mention what so ever of their structure.

There was no response to this question by all publicity organisations except Jayendra publicity. It means that these publicity organisation have no definite structure, as the proprier himself is working and acting as a one-man- show.

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Jayendra publicity mentioned that they had a general or formal structure which could be anybody's guess. For organisation chart of Jayendra publicity please see appendix No. A5.

The most common departments were those of Media, Account Art and production which were present in only one agency i.e. Jayendra publicity.

6. Size of Agencies: (Refer to Question No. 6 (A))

I was interested in making an assessment of the size. The billing figures of various publicity organisations were taken as an indicator for this purpose.

It may be mentioned here that of the 10 reporting publicity organisations 2 did not give any information in this respect i.e. Sadhna and Sudin publicity.

Another publicity i.e. Ad-vantage publicity did not give figures for all the three years asked for, he gave the figures for two years as this publicity was started in year 1982.

The billing figures for other publicity organisations were averaged out. On the basis of responses given by reporting publicity organisation to Question No.6(A) I have prepared a table which gives the number of publicity organisations ~~xxxxx~~ falling on different categories on the basis of their billing figures. (Please see Appendix No. A6 for Table no. 3 (1)).

An attempt was also made to classify publicity organi-

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sations into small, medium and large categories. A publicity organisation with a billing upto Rs. 1 lakh was considered to be a small one. One having a billing of Rs: 2 lakhs was a medium one and publicity organisations having billing more than Rs: 2 lakhs were classified large.

For the information relating to size of reporting publicity organisations I have prepared another table (Please see Appendix No. A6 for Table No. 3(ii)).

Table No. 3 (ii) shows that majority of the reporting publicity organisations were ~~xxxxxx~~ small whereas only, One publicity organisation was large with billing of Rs. 2 Lakhs and above i.e. Jayendra publicity.

7. Type of ~~xxxx~~ Clientele : (Refer to question No.7(A))

The reporting publicity organisations had varied types of clientele. The respondents were specifically asked to state whether the majority of their clients belonged to the public sector, (Government of India and state Government) or the private sector (Operating at national/regional/Local level) The result of this query has been presented in tabular form. (Refer to Appendix A7 for Table No. 4)

This table shows the clientele of Reporting publicity organisations. It shows that a large majority of reporting publicity organisations i.e. 10 served private sector clients operating at local level. Government of India and state Governments each were not attended to any of the publicity

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organisation.

The data is collected from the responses given to this question with help ~~to~~ of giving statistical marks for counting the number of publicity organisation at each level i.e. National Regional or local level.

8. (Part 'B'): Account Management:

This section deals with how business is secured by agencies and considerations involved in it, time lag between a contact and a contract; the organisational set up for client services, services rendered, mode of remuneration; and types of clients.

8. Organisational set-up for client services:-

(Refer to question no. 1 (B)(a)(b))

Different types of arrangements exist for handling the business. One of the most popular forms is that the account executive devotes either full time or part time in looking after clients, depending upon the volume of business.

But in Kolhapur city mostly in all publicity organisations the proprietor himself acts as client -servicing executive. In some cases clients approaches the proprietor. But only in Jayendra publicity there is personal contact by executives, i.e. Chief executive -- Accounts Executive -- Client. In some publicity organisations there is personal contact by proprietor to study the requirements of the client

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and also for overseeing and co-ordinating various activities relating to clients business with the publicity.

b) Regarding how many accounts an executive could possibly handle at a time, the respondents reported that the a most of accounts handled by on account executive in case of Jayendra publicity and propritor himself in case of other publicity organisations varied from 2 to 4. It is also interesting to note here that one of the publicity organisation reported that in its case, and propritor handled 35 accounts. This however , prima facie looked quite impracticable.

One the other hand, some publicity organisations rightly reported that it depended on the size of accounts or budget of client and hence, no definite figure could be given.

Still one of the publicity reported that the handling of accounts was a continuous process and thus it was not possible to give any concrete number of accounts or clients.

9. Type of clientele:- (Refer to question No. 2(B)) :-

As per the responses given to question No.2 of part B the reporting publicity organisations had various types of clientele.

A good number of publicity organisations(2out of 10) reported that they had clients from almost every type of industry/trade and therefore no specialisation as such for particular type of industry/trade was possible.

It may be categorically stated ~~xx~~ here that none of

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the publicity organisations mentioned that it dealt ~~exclusively~~ exclusively with clients belonging to a particular type of industry.

The following list of industries would give us some idea about it :- -- Manufacturers of machinery, machine tools oil engines, leather goods and Tiles Dealers in Readymade Garments, Press materials, textiles, vehicles, consumer durables etc, Engineering products, Automobiles, Industries working as ancillaries, foundries, soap industries, consumer products, Iron and steel industry, cooperative banks, Milk and Milk products, agricultural products, Transport, company's lodging, departmental stores etc.

10. How Business is secured:-

(Please Refer to Question No. 3(B)(a))

a) Out of 10 publicity organisation 8 reported on their business. As per the response given to this question, the most popular method of securing business(4 out of 8) has been reported to be personal contact between publicity and clients. This is quite understandable since advertising services are highly personalised.

Only one publicity i.e. Panther publicity specifically mentioned that it was the client who approached them. The reason for that given by proprietor is that it is a reputed and only organisation in Kolhapur giving service and copy in all languages of India.

Some agencies (2 out of 8) also reported that they

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got their business after mailing introductory letters or contact through correspondence.

One of those agency reported that they got their business by canvassing and other one reported that they got their business by written contract that the client will not give that business to other in case of credit facility.

Thus, one conclusion which could be drawn by this analysis is that securing business has been a two-way activity involving the agency ~~ix~~ and the client with the initiative mostly taken by the agency for making personal contact.

b) Considerations for Securing Business:-
(Refer to Question No. 3 (B)(b))

It was not that every publicity organisation accepted every type of client, Each publicity had its own way of judging whether a particular client suited it or not.

As per the responses given to this question-- the first ~~ix~~ criterion (2 out of 10) for selecting a client was financial soundness and economic stability. This fact is all the more important in view of the fact that there were many cases of delayed payments and defaults in payment. So while securing the business the most important consideration is clients budget for advertisement.

The next important considerations were-

1. Clients approach and proper outlook the concept of advertising.
2. Study of clients requirements and services which are expected.

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3. Payment capacity and credit facility.
4. Clients business must have good establishment.

11. System of charging the client:-
(Refer to question No.4(B)(a)

Response to question No.4(B)(a) of reporting publicity organisations shows that many publicity organisations uses press media only so while charging the client the usual system adopted was----- Actual rates scheduled by Newspaper media + Art work and advertising material secured for.

In other publicity organisations, normally they charge as the newspapers charge and there is no service charge, but in some cases service charges are charged only in specific cases[†] requirements. In case of Hoardings it would be cost of total job which includes rent, taxes, painting charges[§] profit.

b) Services if charging on 15% basis :-
(Refer to Question 4 (B)(b))

However, 15% commission received from the media was still found to be the popular method of remunerating the publicity organisations.

Further, the publicity organisations reported that if only 15% commission was paid to them and no additional charges were levied, they usually rendered services like -- Assessment of proper media, media planning, advise on selection of media, handling and maintenance of advertising material, regular follow -up, try to find out reactions, planning and Scheduling of advertising dates at least for the current month, Designs

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and block if required, credit facility, and only by some (3 out of 10) publicity organisations reported that they gives the service of preparation of a good copy.

12. Extra Services rendered by publicity organisations:
(Refer to Question No. 5(B))

The reporting publicity organisations, it was observed, offered a variety of usual services. Mostly in Kolhapur city there are publicity units which are space buyer and so they did not give any extra services i.e. marketing, merchandising Trade promotion, Research and product analysis so (7 out of 10) many reporting publicity organisations did not give any response to this question.

The Kolhapur city, there is only one publicity organisation which is on the path of becoming ~~big~~ big Advertising Agency. i.e. Jayendra publicity. The proprietor of this publicity has given response to some of points under extra services and other two has also given some response i.e. singer and Ad-vantage publicity.

The Jayendra and Ad-vantage publicity gives extra services in case of counter and window display and counter giveaway under-merchandising, catalogues, under-trade promotion Brand name development, Trade mark design, labelling, and packaging under-product analysis.

Jayendra publicity offers extra services in particular cases i.e sales under marketing, Dealer promotion, Media Research market survey, market potential analysis under Research category.

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Only one publicity i.e. singer which offers and gives great importance to public relation and Audience research.

13. Time needed to secure the Business:-
(Refer to Question 6 (B))

I was interested, in finding out the time lag between the first contact and the contract between a publicity and a client.

Out of 10, two publicity organisations did not inform how much time took to secure the business. Another response was that it depends upon urgency of a client and relation with the media.

There remaining (5 out of 10) publicity organisations took a period of 1 to 3 months to formally close a contract and remaining (2) took a period ~~and~~ of 3 to 6 months, to secure the business.

14. Publicity strong points over the Competitors:-
(Refer to question No. 67 (8))

It may be pointed out that 2 out of 10 reporting publicity's did not respond to this question. Some of them stated that they served attractive layout, personal contact and credibility.

The responses given by particular four publicity are as under --- in case of

- a) Jayendra publicity -- personalised competent and versatile services.
- b) Singer Publicity - As he is good writer he can prepare good copy.

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- e) Ad-Vantage Publicity:-Thorough understanding of advertising its contribution to marketing, ability to write copy matter with target in mind, knowledge of printing, photography.
- d) Panther Publicity :- Sharp and unique designs.
- e) Sinchwani Publicity:- The proprietor or Editor of Journal. As a correspondent group he knows the departments of advertising and its functions in newspaper.

Part ' C '

This section deals with how advertising is handled by the reporting publicity organisations, what they have while selecting theme, preparing advertisement, selecting media and how they evaluate the effectiveness of advertising.

15. Planning an Advertisement:- (Please refer No. 1 (C))

It may be pointed out at the outset that 2 out of 10 reporting publicity organisations responded to this part of questionnaire. For example, one respondent pointed out that it was a business secret.

Other 3 out of 8 did not respond to this question. In the case of most respondents, advertising planning was done in consultation with clients. Two of the publicity organisations specifically

What is Media
Planning?

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advertising planning process as-to assess and fix up objectives Budget provision, clients philosophy and culture, product or service analysis, and targeted audience.

16. Media Planning :- (Please Refer to Question No.2(c))

Media planning has been assuming good deal of importance of late. Media is the link between advertisers and target group and this makes it all the more essential for an agency to have a thorough knowledge of Media with respect to their clients and the target group.

Nature of Media used:-

Interestingly, each of the 10 reporting publicity organisations supplied some information on this aspect. The press media has been the most popular media. Out of 10, two publicities use only press media, and others use different media in addition to press media.

On the basis of responses given by reporting publicity organisation a table was prepared which shows the nature of media used by reporting publicities (Please refer to Appendix No. A9 for Table No. 6)

As per the data collected and tabulated in Table no.6 cinema was found to be close second and then outdoor hoardings were stands in third rank.

The table No.6 shows that majority of press users belonged to the 'mostly' category. In cinema (slids)and outdoor hoardings majority belonged to 'mostly' category.

Most of the users in transportation, Radio and T.V.

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belonged to the "rarely" category. Only one publicity i.e. Jayendra publicity used radio and T.V. media ones a time and produces commercial literatures like leaflets, ~~pk~~ brochures etc.

17. Considerations for media Selection:-
(Please refer to Question No.3 (c))

Media selection is an important activity that is based on certain considerations. There has been again a varied response given by 6 out of 10 reporting publicities to enquiries regarding considerations for the selection of media.

One of them stated that selection of Media depends upon choice of a client and facilities offered to their clients. Some publicities gave more importance to targeted audience and nature of product and service while selecting media. These were coupled with other factors like - sales promotion, image building, public relations quality of printing and material, circulation and readership.

18. Arrangements for Buying space / Time:-
(Refer to Question No. 4(c))

It requires proper planning and organisational effort to secure space/time in a media of choice. It was with this view that I included a question on what arrangements publicities had for buying media space/time.

There has been again a varied response given by 7 out of 10 publicities to enquiries regarding arrangements for buying space/time. Three did not gave any answer to this question.

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As per the response two could buy space/time as and when they needed. Further other publicity responses were summarised as follows:-

1. Approved Account by virtue of placing continuous or sizable business.
2. Space contract.
3. Established credit facilities with local papers.
4. Pre-intimations and for urgent advertising the space is booked on telephone or by telegram.
19. Considerations for selecting and developing the theme for an advertisement:- (Refer to Question No.5(c))

~~Once~~ Once the planning of (an advertisement) process is complete, the next logical step is the development of theme around which advertisement revolves.

Only 4 out of 10 reporting publicity organisations gave some information in this regard. One has stated that its a business secret. Other replies have been listed as follows:-

- a. Humans natural ~~for~~ Redings or instincts like fear, security possession, personal image and prestige.
- b. Purpose of advertising and use of product, applications and targeted audience.
- c. Occasion.
- d. Whether the theme or material has mass-appeal.
- e. Whether it is clearly understood and appreciated.
- f) Whether it serves the purpose by maintaining the dignity and without harming the prestige of competitors.

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20. Considerations for writing a copy :-
(Refer to question No. 6(D))

A copy can make or mar an advertisement. Therefore, it must be written with some care so that it can achieve the purpose for which it is meant for.

Only 3 out of 10 reporting publicity organisations gave some information in this regard. One has stated that it is a business secret and others did not try to give answer to this question.

The given responses were listed as follows:-

1. Appeal to basic personal trends like economy utility pride etc.
2. Message to be conveyed, targeted audience and space available. Target audience involved the group of buyers, age, sex income, vocations, feelings beliefs etc. of buyers it is a basic factor for deciding the copy.

21. Copy Pre- testing :- (Refer to Question 7 (c))

pre-testing of copy is a valuable device to arrive at an effective advertisement. In this study, I was interested to find out how the publicity organisations in Kolhapur city go about to do this ~~work~~ task.

Of the 10 reporting publicity organisations, only 3 furnished some information in this context. Responses to this question are like this -- i.e. re-reading, read out the copy to some fraction of the targeted audience. One agency has given response as phototype setting is now available locally.

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22. Layout Considerations: (Refer to question no.8(c) :

Layout is the final or concluding part of advertising preparation. It should be done in such a manner that the earlier efforts of selecting theme and writing copy are enriched.

Of the 10 reporting publicities only ⁵ responded. The information supplied by them has been listed as follows.

1. As per the response, product is a vital consideration for deciding layout including material market position for the product, competition to the product, advantages of products.
2. Apart from this artistic balance catchy headline and sub-headling, relevant copy in proper words, good illustrations, which do not straining the readers eyes. but tempting a reader to try the product space available, and visible impact.
3. In case of hoardings= colour scheme is a important consideration.

23. Evaluating the Advertisement: (Refer to Question No.9(c))

This activity did not seem to be a popular one with a good number of reporting publicity organisations as only 2 out of 10 publicities respond to this question. This indicates that perhaps publicities did not do any evaluation of advertisements.

Among those ~~xxxx~~ who reported (2), clients actual

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experience and general response was the criteria for evaluating advertisement.

The procedure for evaluating advertising campaign is communication through available sources. If the advertisement is effective it is repeated in the same or other newspapers.

=: Agencies Viewpoint :-

This section may be regarded as a platform for the reporting publicity organisations through which they expressed their views and gave their suggestions. Thus it deals with what the publicities view on getting themselves advertised, the ~~xxx~~ problems that they were facing and their suggestion concerning this research work.

2a. Advertising for publicity organisations:-
(Refer to question No.1(D))

An important query, which is in my mind was to find out why publicities which do so much of advertising work for others, do not advertise for themselves. Out of 10 publicities only 3 replied.

Out of these, two were of the view that the business of publicities was highly personalised and was very much like that of lawyers, doctors, auditors etc. It involved not only personal skills but also certain professional ethics which did not permit advertising by them for themselves.

Another one is of the view that publicity advertised for itself by giving the name in corner of design and that is more than enough.

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25. Problems faced by publicity organisations:
(Refer to Question No. 2 (D))

Publicity organisations business, like any other business is replete with problems of its own.

Responses given to this question are categorically divided and listed as follows:

a) Problems relating to Newspaper Media:-

1. Maintaining relations with newspapers in clients interest.
2. By post or by person advertising material, material reaches the newspaper late.

b) Problems relating to Agencies work:-

1. Delayed payment by clients.
2. legally there is no protection for recovery of payment.
3. Some advertising units are managed by people who do not know anything about advertising. They are doing this as they do not get job anywhere. So these people are spoiling the business of real advertising.
4. Total absence of account executive.
5. Lack of good artists, Photographic facilities, sources of information.
6. No immediate good blocks.

c) Problems relating to clients:-

1. Problem of stability.
2. Clients are not in a position to find out the feedback of advertising so they are not ready to invest money in advertising.

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D) Problems relating to customers:

- a. Absence of high aesthetic taste.
- b. Unpredictable behaviour.
- c. Cost consciousness.
- d. Acceptance of concept of advertising by customers.

26. Suggestions concerning this research work:-

So that this research work and the ones that might follow may be of some use to publicities. I invited them to comment on this study and give their suggestions.

A majority (6) of them, however chose to shy away from this query. The views of the rest (4 out of 10) have been reported below.

One of them suggested to expand my study beyond city level so that comparison could be possible between operations and management of advertising in Kolhapur city and other cities like Poona, Bombay.

Two publicities suggested to approach some of their clients and try to find out what services they have given them. Are they satisfied or not ? what kind of extra services they want? etc.

But, for such type of study I requires more time, and due to lack of time, financial resources and my physical limitation I could not do this work.

**PROBLEMS
FACED BY PUBLICITY
ORGANISATIONS**



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Newspapers do not guarantee proper display or better position, unless extra amount is paid for special positions. If there is any mistake in the published advertisement, clients expect that the whole advertisement is repeated but newspapers published only the corrected part of advertisements. Whether the whole advertisement is repeated or not is decided by newspapers and both the ad. agency and clients have no control over newspapers. When advertisements are published in newspapers regularly it is expected that newspapers should publish some news items or features covering clients professional or business activity, but publication of news items is normally difficult because auditors have control over news section and they decide whether the given material has any news -value or not. Editors discretion is almost always against clients interest.

* Solution :-

It is a fact that the major source of newspapers income is advertisement revenue. Both the editors managers, and proprietors of newspapers should realise that their financial strength depends on advertisement revenue. Newspapers should therefore strive hard to maintain cordial relation between ad. agencies in the interest of their clients. Newspapers should realise what exactly are clients interest and relevant expectations of ad. agency. If there are mistakes in published advertisements repetition in part or full should be as per clients expectation or clients should be convinced about the correction. As regards news items concerning clients activity, editorial departments should not discard each and every material sent by clients or their ad. agencies. The material may or may not be upto the

What kind of

financial arrangement

All agencies have

with financial

institutions for

operating expenses

in the absence

of timely collections

with bank

working capital

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editorial standards and may lack creativity or journalistic slant. But as clients or their advertisements are the main basis of newspapers financial strength, editorial departments should render their services so that the material sent by clients is properly rewritten in journalistic style and published as new-items or news features. It is also expected that editors should send their reporters to clients and to prepare interesting news-stories. This is the only way by which newspapers can maintain co-ordial relations with ad. agencies and their clients.

2. Problems Relating to Ad. agencies -

2. ~~Problems Relating to Ad. agencies -~~

(1). Delayed payments by clients:-

The most important problem of collection of outstanding from their clients. Delayed payments cost ~~pyb~~ ^{public}ities a sizable proportion of profits and in some cases payments were not forthcoming from defaulting clients.

2. Problems Relating to Ad. agencies:-

Ad. agencies send advertisement material to newspapers in the interest of their clients who are expected to pay the bills in time. Newspapers normally do not give credit for more than two to three months. If the clients do not pay the bills in time, ad-agencies have to pay from their own resources and if they have banking facility, they have to pay interest on the payment made on behalf on their clients.

Eventhough legal remedy is available, if the clients do not pay the bills the procedure is lengthy and also very costly.

Advertising agencies in Kolhapur are not fully equipped with necessary personnel like executives, market representatives,

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designners, copywriters, etc.

The facilities like type setting and other artistic requirements are not easily available.

* Solution :-

Newspapers should co-operate with ad agencies for the recovery of clients bills. If clients do not pay the bills, newspapers should not publish their advertisement. It sent directly or through some other ad.agency. Ad.agencies also should have proper co-ordination and the clients who do not pay the bills of one ad.agency should not be entertained by another advertising agency.

Newspapers should extend credit facility if bills of particular clients are delayed.

Ad.agencies in Kolhapur would afford to maintain executives and other staff members, only if they get adequate business and also adequate percentage of commission. Newspapers should increase their commission which is now limited to 10% to 15%, so that ad.agencies would be sound enough to employ artist and designers and also get other facilities like type setting etc.

3. Problems Relating to clients:-

They are normally not inclined to spend much in advertising because they do not get any feedback information as to how advertisements have been useful in their business interest. This also results in unstable behaviour on the part of client as they are not certain or confident as to whether advertisements are responsible for their development in business or not. They are unsteady and inclined to change advertising agencies and

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also advertisement material.

* Solution:-

Both advertising agency and their clients should find out as to how advertisements are directly or indirectly linked with sales or business development .

Both newspapers and ad.agencies should discourage the tendency to change the ad.agency from time to time.

The clients should on their own try to assess the importance of advertisements and should find out as to how their advertisements directly or indirectly influence market trends and also customers tendencies.

4. Problems relating to Customers:-

Most of the advertisements try to influence customers who are expected to purchase the advertised products in the market. But the main problem is that the behaviour of customers is almost, always unpredictable. An advertisement with very attractive design and layout may or may not influence customers. This is because customers are not able to appreciate best form of advertisement as they lack high aesthetic sense. What is attractive from ad.agencies point of view may not be attractive from customers point of view. Again investment in advertising gives rise to increase in prices of advertised articles. If the cost is thus increased, customers find it inconvenient to purchase the article in market.

Although advertisement is one of the methods to convince the customers, it is not always successful. Because customers are not influenced merely by advertisements but they rely on personnel experience, recommendation by neighbours and also sales

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techniques of shopkeepers on- the-spot salesmen in the market.

* Solution:-

Ad.agencies should try to create consciousness among customers. The term of advertisement should not be only superficially attractive, but it should be both informative and analytical. Normal customers maynot have high aesthetic sense, but the advertising agencies should visualize prospective customers and their capacity to appreciate and understand the advertisement material. The proper market survey and motivation of customers in a certain area are also important factors which advertising agencies should properly understand, so that their advertisement campaigns are both effective and result- oriented.

=: General Discussion :-

There are many opportunities for profitable and rewarding careers in advertising for both young men and women in this growing business and profession in Kolhapur city. Unfortunately if a person is not suited to any other profession or work he thinks of entering into advertising thinking that it is easy to get in as also to do well and prosper in it.

Advertising is no game, it is a serious vocation, and an important facet of business in Kolhapur city .. an industrially developing place and also a agro-based Region. Now a days corresponding competition has also grown in local industries so that the need to advertise and advertise well in order to survive in industry or commerce is well understood by the businessmen.

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~~Advertising in Kolhapur~~

Therefore advertising today in Kolhapur city can afford employment to many men and ~~many~~ women of various aptitude and skills.

Actually advertising is not a profession, in the sense that law and medicine are professions. There are no recognised examining bodies as yet for certain ~~in~~ organisations of advertising. However for the artist there are recognised courses i.e. in Kalanikatan to full fledged diplomas as also students who take diplomas in printing technology can successfully fit into the production department of the advertising agencies.

Apart from the scope in the studio or art department of the advertising agencies, the ~~scope~~ scope of employment in all the facets of advertising is very broad indeed. And therefore almost any kind of education and business experience will be helpful in some branch or the other. Though college education & some sort of advertising study is extremely desirable there are many who have made outstanding success without it.

Such people, without any formal or higher education have had actual experience in an advertising department or as a trainee in an advertising agency, have studied books on advertising and willingly worked very hard to gather whatever know how they could with outstanding results.

However, selling experience is helpful to many to get a break into advertising which is also a form of selling. Many journalists have also come into the field of advertising because of their relative influence in getting some business

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Through news coverage & exposition the media.i.e. in Kolhapur city the proprier of Sudin and Singer Publicaties.

Some publicities in Kolhapur city have been started by persons who have no idea about what advertising really is. But it is necessary that an advertising man must know something about almost everything, truely he has to be a 'know-all' or an "all rounder". He should have a broad general education plus he must know about economics, .finance, accomtancy, salesmanship and other phases of business upon which advertising has a bearing. He must know about applied art, photography block-making, print- ing about the various media available and their working. He must know about marketing and market research. He must also study the manufacturing processes of the advertisers he is working for.

For this he must have an open mind, keeping his eyes and ears open, observing and analysing so that some day he can create. He has to start at the bottom of the ladder as a trainee or a "cub and work his way up because experience is necessary before promotions to better positions can be expected.

Many young people eager to join an advertising agency. without experience, it is hard to get into this field and without getting into this field one cannot get experience. This then is the vicious circle. However, one has to break it provided one has a real desire to get into this field and not just because he cannot get in elsewhere.

The best way to make a start is to get into the research departments of advertising agencies or in some market research organisations as field investigators to collect relevant data

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by making calls on consumers or retailers, etc. He will gain valuable experience in this personal contact with the consumer, the retailer, and the wholesaler, which will give him a background sufficient to get in as a trainee in advertising.

There are many positions in advertising agencies account executives, copy writers, artists, visualisers, typographers, production managers, media managers, production and media assistants and assistants for checking and billing, accountants etc.

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**ADVERTISING
RESEARCH**



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= : CHAPTER = VI ;:-

=: Advertising Research :-

Advertising is the quickest, least expensive and most effective media for communicating with the people. It helps to find quickly what they want to buy and buy them easily; it also educates people to make effective use of the products. Advertising is a dynamic activity and is constantly changing in response to changes in national and international business environments.

Generally advertising agency performs the following three functions:

1. Advertising Survey:- (Considering the needs of a particular client)

Advertising agency tries to locate the advertising needs of that company.

2. To conduct the Advertising campaign:-

For this, once the needs are identified, series of discussions take place between the accounts executive of an agency and the advertising manager. ~~Thereafter~~ Thereafter the budgets are finalised. The budget allocations for various media of advertising are also determined. The advertising agency contacts the media onwards and advertising based on the budget framework already finalised.

3. Advertising Research :-

A good advertising agency is also an independent advertising research for the plant with a view to locate how far

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the advertising effort has been effective in communicating the message to the masses. It is advisable to carry out such a research periodically so that the feed back can be established for future advertising.

The main activities of advertising research are

- a) Motivational Research.
- b) Copy Research.
- c) Media Research
- d) Studies of advertising effectiveness.

1. Motivation Research:-

It is concerned with the psychological side of buying habits of the consumers, with the reasons of "why" people behave as they do. "why" they buy. It is significant to note why a consumer buys products 'A' in preference to product B when apparently both these competitive products are similar. Motivation research is one of the market research methods and is not just a mere collection of specified techniques but rather a different way of looking at the same problem. It makes use of psychological techniques and methods to penetrate below the surface of the mind. Normally consumer research tries to find out who buy, what they buy, when they buy and where they buy, whereas motivation research adds the vital "why they buy" to it.

Motivation research (M.R.) is a tool of marketing evolved to assist the manufacturer or advertiser sell more and more. The objectives of M.R. are to analyse the market situation, to explain it and in consequence to suggest the course of action

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which will lead to the desired changes. In the past, the seller used to shout in the market place " buy, buy , buy." which is still the main theme of all selling whether the particular vendor is dealing in goods, services or ideas, with the growing population and industrialisation the only difference is that there is a wider gap between the manufacturer and the ultimate consumer and both of whom, that is both these ends of the chain rarely meet face to face.

Motivation research, has, therefore enormous ~~potential~~ potentialities and if properly used can be of the greatest value in the field of production, planning, packaging, marketing and advertising.

In short, it can help in the formulation of a rational production policy, the precision as to how that product should be improved, as to where there is a market for a new product, for what type of customers, at what price levels, in what shapes and sizes, with what constituents and qualities and so on. In packaging e.g. it examines the reactions of the consumer to different shapes, colours designs and labels and what material should be used in packaging glass, plastic, foil, paper, box- board or polythene.

Motivation Research also helps the advertiser to know what is the right advertising appeal by informing him as to what ~~sk~~ sort of customers there are for a particular product and people's motives behind buying it.

2. Copy writing:-

The aim of advertising copy is to sell or help sell products, services or ideas. It is prepared by an expert copy

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writer. It is written or spoken material of advertising communication and includes the headline name and address of advertiser, as well as the main text of the message. Advertising copy is a creative business demanding a lot of imagination and foresight. Well designed advertising copy uses four basic steps in selling: 1) attracting attention 2) developing interest 3) arousing desire 4) finally generating action, the so-called AIDA formula. It should adopt problem-solving approach and offer the right solution to the problems of prospect. "Your" attitude is always preferable in the communication. Appropriate appeals or pulls must be given special attention to maximise the pulling effect of advertising copy. Then only it can succeed in its mission, viz. motivating the prospect to take purchase decision and execute it promptly. Advertising copy should be simple, easily understandable, attractive and persuasive language. Then only it can gain action.

3. Media Research :- Advertising research is concerned with the effectiveness of advertising media. The role of ad. agency can be better understood if we study the complex problem of selecting the right combination of media of advertising essentially this is the main service rendered by the agency. It is a specific type of decision which should be taken on the basis of facts and figures. Let us consider the merits and demerits of various media of advertising so that one can appreciate the criteria of selection.

=: Selection of Advertising Media :=

The advertising man must focus his attention on ~~an~~ an important aspect, that is, the selection of appropriate advertising media so as to reach the advertising message to those consumers

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who comprise the market of that particular product is an effective and efficient way. The selection of media is normally done to get the maximum coverage at the minimum expense.

The advertising man in consultation with the media man prepares his media plan in which he does a proper selection of media, to be presented to the client for his approval. The media plan is done in such ~~away~~ a way so as to reach information about the product to the consumer. To evolve a media plan the media man has to obtain a lot of background information and to do this he has to depend upon market research and marketing department in the advertising agency as well as upon the client to help him to assess the present position of the product on the market and also the future marketing objectives.

Media Plan :- a part of the total marketing and Advertising plan.

The media plan is a part of the total marketing and advertising plan. The latter usually consists of four parts.

- a marketing or selling plan.
- a copy Plan.
- a Media plan and
- a promotional Plan.

The part which a media man plays is in the selection and combination of the most suitable media to form a well planned and effective campaign. Whenever a product or a service is to be advertised, it is done over a certain specific period. The type and price of the product and its market would usually decide what sort of media are to be used and normally a campaign utilises more than one medium, sometimes two or even more media are

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so combined and co-ordinated that they reinforce one another.

The media plan being an integral part of the total marketing advertising plan, the marketing objectives, the advertising theme, the design and execution of advertising material and the choice of media must emanate from one single concept -- that is the soul of the advertising campaign. The media plan of course, has to take into account the marketing policy and the advertising idea, without which it virtually can not be made. However in some cases a study of the competitive advertising may reveal that they are not utilising at all or fully a certain medium, whereby the media man may think of making it a major medium of the campaign so that the sales message may dominate this medium and stand out by sheer contrast; i.e. absence of a competitive product in the particular medium.

How selection of Media is used:-

The marketing and advertising plan defines the type of the campaign to be launched by identifying and classifying the market that is, the potential customers it aims to reach, the buying rhythm with seasonal factors, if any and other requirements of the campaign. It is the foremost duty and responsibility of the media planner to translate these requirements into the least expensive yet the most effective combination of advertising media to carry out the campaign. It is equally important in the selection of media to determine the right media timing. This can be done by studying the timing factor of each medium individually and also in combination with one another. This can have definite effects because with proper timing of a sales message, the mood

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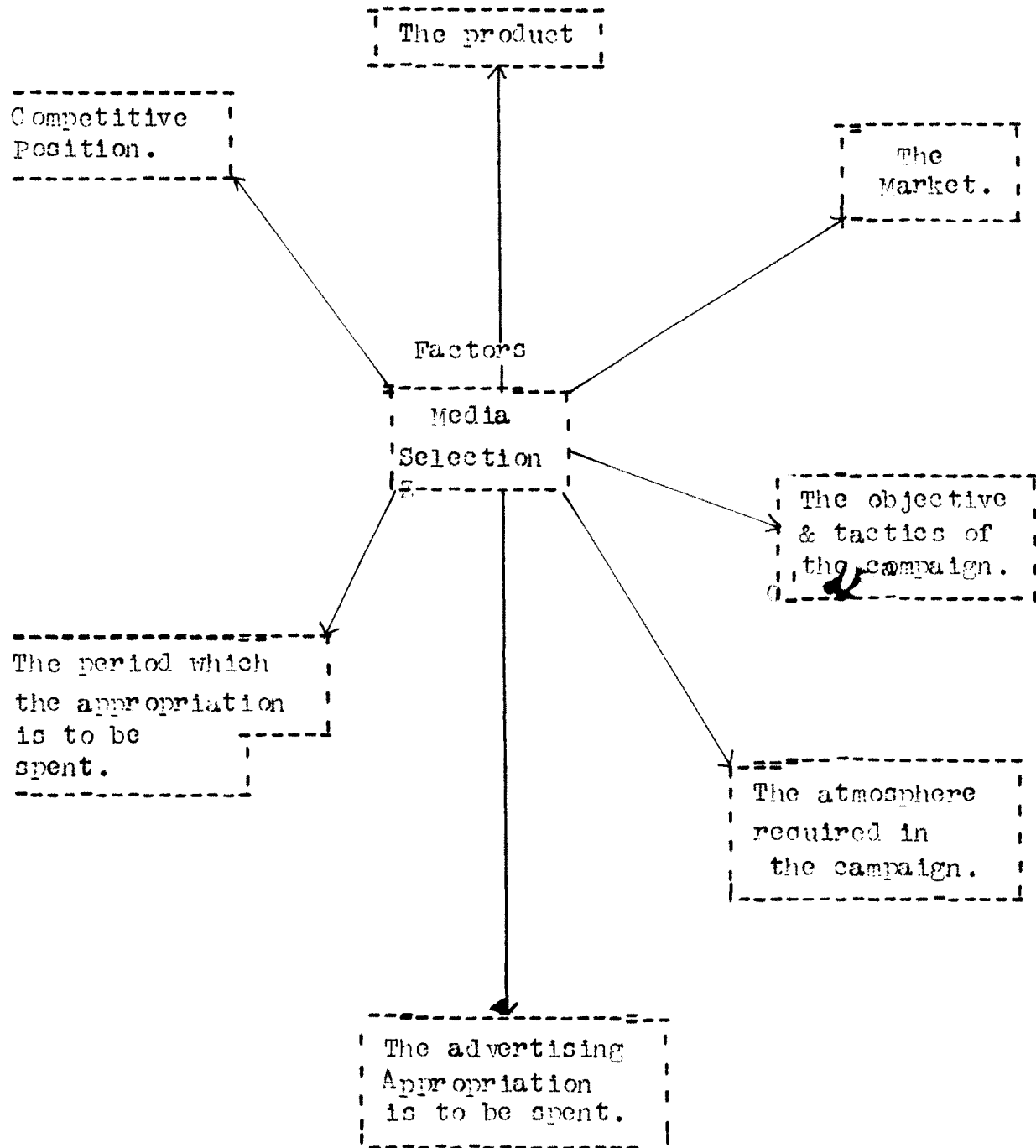
of urgency if required by the campaign, can be impressed upon the people, on the other hand, ill-timed use of media or ill ~~space~~ spaced sequence of advertisements can reduce the impact required thus in consequence hinder the momentum of consumer response, such lapses can only result in wastage of the advertising expenditure.

A wise selection of media is aimed at maximum effective coverage at minimum cost. By effective coverage is meant that they reach the maximum potential customers and not just maximum number of people, because in the latter case only fewer percentage may be potential buyers. Hence, selection of media would depend on the market to be reached, the habits of exposure to communication of that market etc.

The primary need in media planning is to get together, the necessary data or background information and the following list sets out the facts which would have to be taken into account.

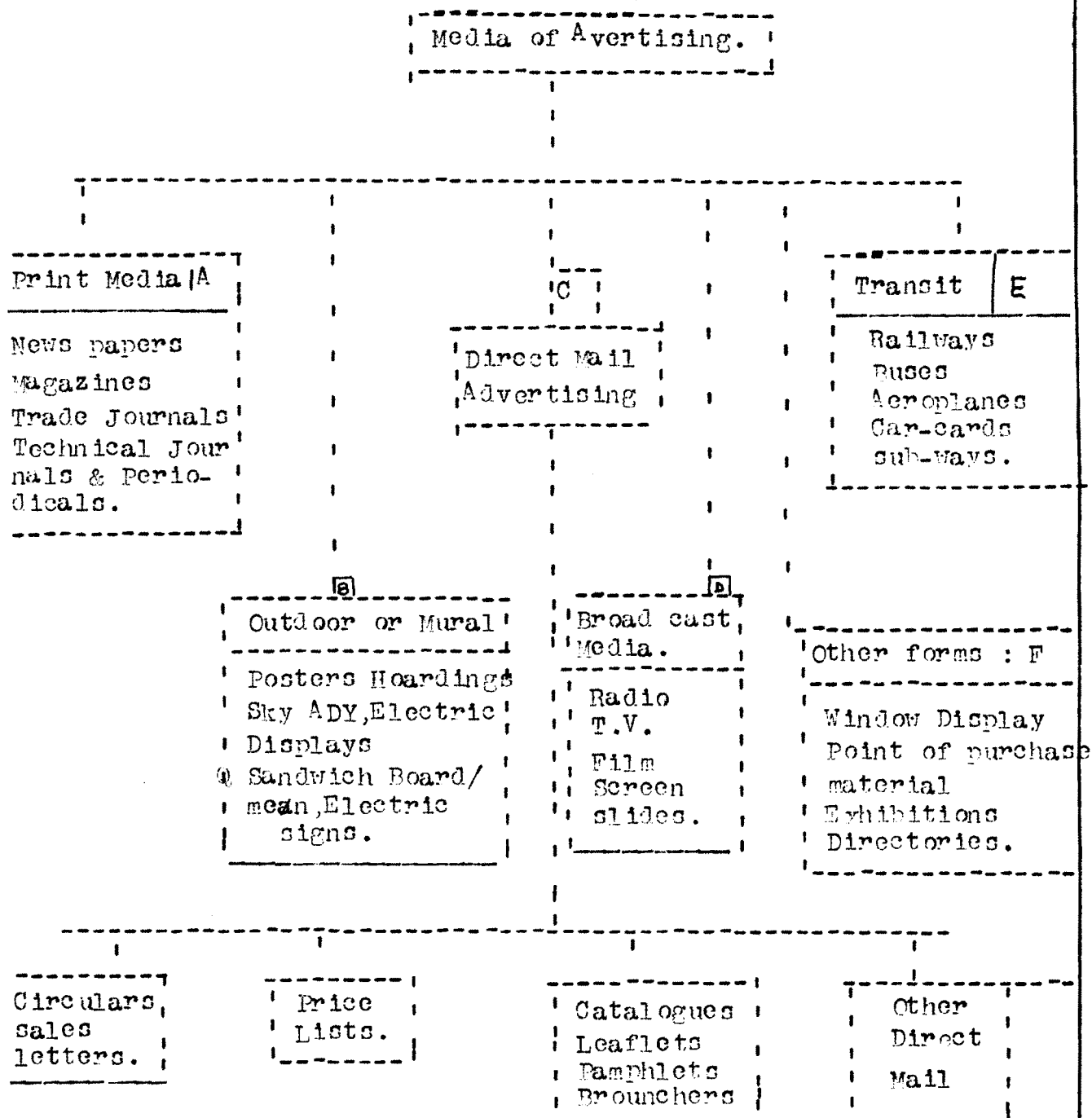
1. The product: Its buying rhythm, seasonal peaks.
2. The market :- Its classification in terms of age sex, education, social class, geography, income groups etc.
3. The objectives and tactics of the campaign.
4. The atmosphere required in the campaign--gay, prestige, serious, educational, hard-sell.
5. The advertising appropriation to be spent.
6. The ~~period~~ period over which the appropriation is to be spent.
7. The competitive position - spending media, tactics etc.

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* Right media of advertisement will enable the advertiser to deliver the message effectively to the intended markets or prospects.

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Major Media AnalysisA) Press Advertising:-

Newspapers have a general and wide appeal. It is a very common method of publicity. Newspapers are flexible and timely.

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Repeat advertising is possible. Periodical change in size and contents is also easy, selective advertising to some extent is available effectiveness of advertising can be estimated by having keyed advertisements. Newspapers offer promotional assistance. They are the best source of market information.

Newspapers are truly a way of life to most of the literate people. They have short closing times. closing times refer to the period before publication when the copy must be submitted for newspapers this period is only 24 hours. The adage seeing is believing is applicable to press advertisements. It offers greater prestige and believability.

However, newspapers have short span of life. We cannot have coloured and attractive advertisements. Waste in advertising is considerable. Illiteracy offer its utility. Magazines and trade journals are other means of press publicity. They are best for coloured and attractive advertisements. They have longer life greater retentive value as well as reference value. Delective appeal is possible. We can approach particular market segment only. waste can be reduced. However, they need advance planning do not facilitate repetitive advertisements. They have limited circulation. They have higher unit cost per contact.

B) Outdoor or Mural Advertising:-

Mural of outdoor advertising has long life. It has a general and wide appeal. It can attract attention of numerous " people " It is good to remind prospects. An advertiser has ample scope to use his skill and art in advertising.

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However, outdoor advertising has certain limitations. It cannot have a long message. It is not useful in selective advertising or for specialised products. It has a low retention value. Its effectiveness cannot be accurately measured and it may lead to considerable wastage also Bill boards and hoardings are not welcome today on highways due to adverse public opinion. (They spoil the natural beauty and environment)

c) Direct Mail Advertising :-

Direct mail is any advertising sent by mail (Postal transmission) including sales letters, folders, pamphlets, booklets, catalogues as the like. Direct mail is the most personal and selective media. It reaches only the desired prospects. It has minimum waste in circulation. The advertising copy can be very flexible. It has maximum possible personal features even without personal contact. It can provide detailed information about the product or service, creating lasting impression, Its effectiveness is measurable. It can be firmed as per advertiser's will. It has maximum personal appeal. It can take any size, shape or form permitted by the post office. It is not in direct competition with the rivals matter. Extensive testing can be done on the product, price, appeal, or other factors before the entire mailing is sent out. The results of direct mail advertising can be checked by means of an offer incorporated in the mailing. However, direct mail is costly. We may not have proper mailing list. Receiver may consider it as junk mail as it may not have entertainment value. It is not a good means of mass communication.

D) Broadcast Media :-

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1. Film Advertising:- It has a wide appeal. It can overcome language barriers. Audio-visual (sound and sight) technique has maximum impact on audiences. Sound and sight both are employed for communicating our message. Repeat advertising is possible. However, both cost of production as well as cost of distribution of slides and films are quite high. Selective advertising is not possible. Effectiveness can not be measured. Waste in film publicity can be considerable.

2. Radio Advertisement:-

Of all the media, radio has the shortest closing times. Radio uses only an audio (sound) signal. The copy can be submitted upto air time. Announcements can be made very quickly. It can secure dealer support. It has a very wide appeal. It is suitable even for illiterate people. Repeat message is quite common. Spoken word has greater impact than written word. However, radio cannot permit selective advertising. It cannot give detailed information. It has low memory value. People remember for more of what they see than of what they hear. Its cost is high. It may not be very effective as listeners may not like it. Many a time they are bored by repeat messages. The length of time media is momentary. The message may be lost, if the radio is not tuned.

3. Television Advertisement:-

T.V. uses both video (sight) and audio (sound) signals. Television has all the advantages of radio namely. Sound and explanation, plus the additional advantage of sight. It can appeal through ear as well as eye. Product can be demonstrated with explanation. Television reaches the audience almost like personal

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face to face contact. To that extent it is just like personal salesmanship. Full opportunity exists for product demonstration and the amplification of selling points with audio presentation. It is really a wonderful means of mass communication for ~~xxx~~ creating market. Television combines all of the elements of communication; 1. Illustration 2. Music 3) spoken words 4) Written words. We can have short commercials as well as sponsored programmes represents typical combination of salesmanship and advertising.

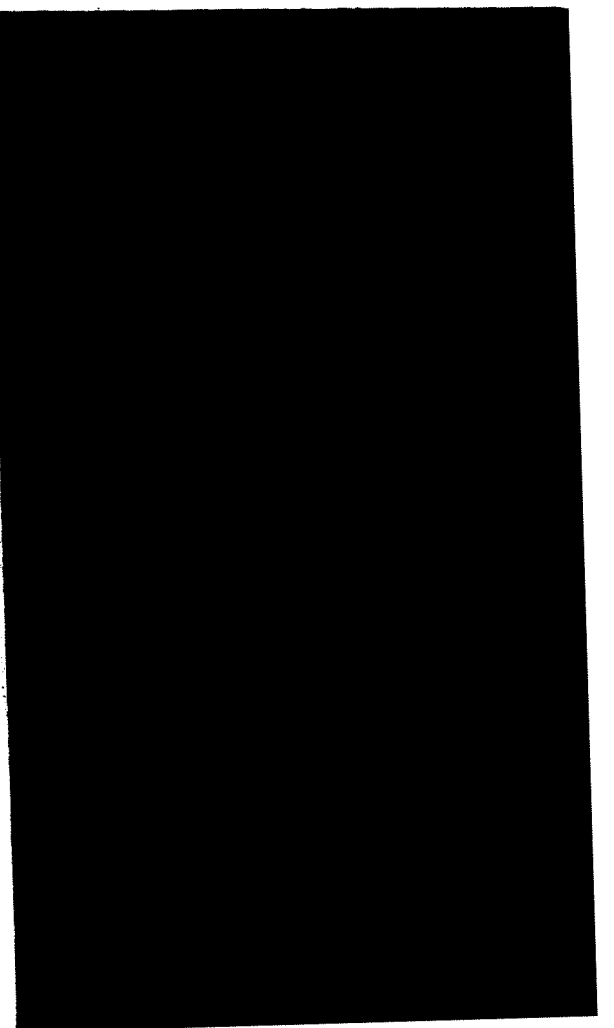
However, television has limited market coverage. Advertising on T.V. is expensive. In addition to time costs of producing T.V. shows are considerable. Both radio and T.V. messages have no life span like the messages in printed form. T.V. cannot have a long advertising copy.

E) Transit Advertising :-

Transit advertising consists of car-card advertising, which is located within buses, subways, railways and outside displays which appear on the fronts, sides and backs of buses or other public transport and at transportation terminals. Transit advertising is the lowest-cost media. It gives geographic selectivity and seasonal selectivity. It has high readership. It can reach pedestrians and travelling public. However, non-riders are not exposed to car cards located inside the vehicle. Car cards have small size and they can carry only short copy, Transit advertising is limited in quantity by the number of public vehicles in operation.

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**PRESENT
& FUTURE OF
ADVERTISING IN
KOLHAPUR CITY**



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=: CHAPTER - VII :=

The present and Future of Advertising agencies in Kolhapur City:-

This research work was undertaken to study some of the managerial and operational aspects of publicity organisations in Kolhapur city.

Accordingly I studied their age, concentration, nature of ownership, size, extent and nature of their workforce as well as their organisation structure I also tried to learn about what ~~of~~ type of services they render to their clients and how are they paid for their services and so on.

I tried to find out the present position of publicity organisations in Kolhapur city.

1. Though the earliest publicity i.e. Jayendra was established in the 1940's the majority of the agencies were established around 1970's and to day there are 16 to 17 publicities doing the business of advertisement.
2. Most of the ~~publicities~~ publicities are proprietary in nature and majority of them are small in size.
3. Nearly in 1/3 of the publicities, proprietor is the only person acting and it appears to be one-man-show.
4. No publicity have organisational structure except Jayendra publicity.
5. Personal contact with clients has been the most popular method of securing business. The first criterion for

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accepting a client has been financial soundness. Generally it takes from one month to 3 months to secure regular business. Most of the publicities have been serving the private sector operating at local level.

6. To serve clients only two publicities had account executives but others contact personally. Mostly the publicities are space buyers and they have no organisation to offer adequate services.

7. For planning an advertisement the most important factor was view point of the client.

8. The press was the most popular media used by majority of publicity organisations. Many of the publicities could get space as and when needed by space contract.

9. The most important criterion for evaluating an advertisement was clients actual experience and general response. but not seen to be a regular one

10. The biggest problem faced by publicities was that of collecting outstanding dues from clients.

Mainly Kolhapur is an agro- based area. Farmers are mainly dependent on oil engines and electric motors and pumpsets etc. and local Engineering industries in Kolhapur have been catering to needs, along with some national companies.

It is observed that agencies in Kolhapur city mainly stress on only publicity rather than working as an advertising agencies like those in poona or Bombay. They can not reach their product or services to the people as there is not right adver.

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tisement for right product, by right people at right time or at right place appealing to prospective buyers. Thus present publicity organisations are unable to do effective advertisements. The main reason behind it is that there is unavailability of efficient manpower with suitable technical background about advertisement profession. At most all publicities do the work of designing and at the most the number of persons engaged are very from 2 to 5. i.e. one or two artists and third person having knowledge about advertisements. Thus this is the picture of ad-agencies in Kolhapur city.

When a company wants to bring a new product or services to the market but the present publicity organisations are unable to do the market research consumer research and product research which are necessary for more sale. It is ~~observed that~~ observed that the organisations without doing deep study regarding that product, performs the functions of advertisement. Due to this expected result is not obtained and thus feedback from such advertisements is less. So tendency of many industries or clients go to Bombay or Poona where these organisations are quite well developed to fulfill their ~~xxx~~ want of advertisements.

Majority of publicities are engaged in printing business (80%) and work of designing is done by their own or ~~freelance~~ ~~xxx~~ artists. Thus ultimate advertisement is the result of printing and designing but it does not appear to have the necessary pull persuasion or publicity value.

From the above study^I found it necessary to get deeper knowledge regarding geographical, and historical background of Kolhapur city. Also the buying habits standard of living economical background of people living in Kolhapur City should be considered to carry out the activities of agency in a right and successful manner.

Thus this is the present position. Advertising is a must for sales promotion of consumer products in particular and others in general. The growth of advertising in Kolhapur city is increasing day by day. As the city is becoming more and more busy, the distinguishing factors of Kolhapur city are necessary to be considered to find out the scope of advertising in future.

- a) As per the 1981 censuses population was 3.51 lakhs and it is 4.5 lakhs including nearby villages.
- b) Kolhapur city is treated as south Kashi. Hence it is a Tourist centre.
- c) Educational centre due to the present shivaji University, colleges from Sangli, Satara and Sholapur district affiliated to shivaji University.

Also presence of Agricultural college, D-Pharma college I.I.I. A.M.I.E., Technical Institute, Law college and college of short term medical course have increased the number of students in Kolhapur city.

- d) Kolhapur city is an International market for Jagdery and Kolhapuri Chappals.
- e) The most important factor i.e. Industrial sector, where

about 400 to 500 small scale industries while large scale industries like Ghatage Patil Industries (G.P.T.), Menon Pistons, Machine polygraphs, H.M.T. situated in M.I.D.C. Area in Kolhapur city

c) A Film studio is also available in Kolhapur city & other distinguishing factors of Kolhapur District are i.e. 12 ~~sugar~~ sugar factories in the district Ichalkarnji, the seat of power looms, Hupari is a famous all over the country for its silver ornaments industry. It has 2 M.I.D.C. areas on National High way No.4 they are making Kolhapur and industrially developing district. Agricultural advanced due to the presence of different projects i.e. Radhanaguri, Kalamwadi and Tulshi and also a leading Tourist centre due to Panhala, Jotiba, Mahalaxmi temple etc.

Thus after studying the above distinguishing factors there should be rays of hope to come forward for old as well as new publicity organisations with great success. With this new M.I.D.C. Area which was established near Ghokul Shirgaon is also developing fastly with first M.I.D.C. area of Shirol ~~was~~ fully developed.

A new film studio near Morawadi is also a additional ray which helps to increase the scope of advertising in near ~~future~~ future.

The growth of advertising has always been a concomitant (accompanying) of industrial and economic development of a nation. In Kolhapur city, now that the tempo of both agricultural and industrial development has reached an unprecedented high, one can make a prognosis that advertising

would also flourish as never before provided of course, that the political status of the country remains within the framework of a democratic set-up .

With the increase in the per-capita income of the masses, more so in the rural sector of the economy, corresponding to an increase in the purchase power of the community a further impetus is likely to be given to mass production. With this the business of advertising will be more of a necessity, rather than a luxury as some manufacturers think today.

There are many opportunities for profitable and rewarding careers in advertising for both young men & women.

However, advertising has not yet reached its full potential growth in Kolhapur city, though advertising as a business is well recognised and many are practising it as a profession. There are of course many lacunae in the field of advertising. If we compare, the field of advertising in Kolhapur city with that of its counterparts in some other cities like Poona, Bombay. I found that in Kolhapur city the advertising man in many instances has to work on guesswork . This is because very less attention is given to readership and audience surveys perhaps because such as surveys are very costly and time consuming. To take away the guesswork out of manufacturing and advertising, market research is necessary to pin-point the buying habits of the prospective market with classifications in terms of age, sex, income, education, locality etc. Further the avenues of motivation research to find out

why people buy, are more or less unexplored. Thus it is necessary to adopt a market research for getting good results of advertising in coming years.

In general, in Kolhapur city, there still does not exist a respect for advertising as a profession because there appears a great ignorance about the ~~advertising~~ advertising profession. Many people are not even removing aware of the function and intricacies of this profession and the need for creative talent of advertising and there are no facilities for proper training nor an attitude to learned, the latest trends etc. More ability to canvass business or to be a good public relations man is not enough though sometimes a necessary, but the need of the hour is to impart both practical training as well as theoretical and academic orientation to all the newcomers as well as refresher courses for those already in the field.

If advertising^h as a profession has to gain some status as other professions like medicine, law, architecture, engineering etc. the training for it must be more rigorous and practical- oriented and public awareness of its utility to the community at large.

It is the time that the present Association of advertising in Kolhapur city decides to devise an effective integrated system of education and training in the related fields of communication, advertising and marketing. Thus ~~xxx~~ a certain minimum qualification is decided upon for new entrants to the ~~fixx~~ field of advertising, then it would automatically raise not my the status of the profession

but the quality of advertising as well.

A word of advise to the students and practitioners of commercial or applied art. Art in advertising to-day is not restricted to the drawing board creativity. Applied artist or communication artists being basically communicators have to deal with the science and art of communication. So the artist must not only be able to express in pictures but also in words. He should be fairly able to explain his creativity for this he must learn to read and write extensively. He should see more, observe more, and should be able to analysis, criticise, and discuss.

This creativity stems from the assimilation and brewing of a lot of thought, it is never the mere clever drawing but clever drawing with meaning and purpose behind it that can lead to successful advertising.

Also Kolhapur, named as Karvir Nagari is a Kala Nagari where many younger generation youths are coming with modern techniques and artistical ideas, which helps to increase the standard of advertising in Kolhapur city.

The competition will increase in future resulting in better performance. The buyers market in coming years would emerge giving a boost to ad-agencies business and become more 'Socially committed' and less profit oriented. Publicities were also expected to get involved in marketing and public relation activities of client. Expansion and diversification of urban oriented publicity organisations would concentrate more on rural markets etc.

Thus the advertising business has to grow tremend-

ously in the near future. Kolhapur city which was so far a big village like city, now turned into corporation city with a population of over five lakhs and industry & business also are flourishing. Naturally the advertisement business will increase in that proportion which mainly helps to improve the values and standards of publicity organisations in future.

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