

INTRODUCTION



= : CHAPTER - I :-

Introduction:-

Advertising trade or profession in India is comparatively a new one. ~~Not~~ From time immemorial communication of some kind or other must have been there. But when we consider "Advertising", as a full-fledged profession, we find that it is of recent origin. Even if we consider advertising as an independent business, we realise that it is only a part -- may be important or a major part.-- of the process of marketing only Marketing links with production, particularly of consumer goods.

The growth of science and technology has given tremendous rise to many things, the topmost being consumer goods catering for the basic needs of human beings such as food, shelter and clothing. As and now technology and production methods have improved the competition. When competition grows, every producer must employ methods of facing the competition and going ahead or perish. So in short along with marketing of goods from consumer to heavy engineering products embracing all spheres of human life, advertising grew. It grew naturally in western countries. The pace of growth of industries in India affected favourably or otherwise the advertising profession.

From this perspective one has to look to the advertising business in India. There again it is found that this business grew mostly in metropolitan cities or around the Industrial centres. Advertising business being service-oriented, it has to have its location near its clients, whom it

= 2 =

Services i.e. for the purpose of close proximity for consultation, execution of planned or topical campaigns etc.

In view of the growth of cities in India, the economic growth came to places of district headquarters level after the metropolitan cities where the management of trades and profession was centralised. But sure and certain there was some scope for advertising in smaller places like Kolhapur from early times. Only these places needed entrepreneurship which Kolhapur had.

Advertising plays an important role in our day to day life. It is not only an instrument of persuading the people to buy goods and services but it also plays a significant role in the promotion of public policy and social reforms. In fact, it does a mighty job of communication for us. And yet, most of us do not know how it is done and what type of people are behind all these activities. Most of the advertisements are the culmination of numerous activities involving a number of people and lot of considerations. Many specialised types of organisations commonly known as advertising agencies are rendering the yeomen's services in this respect.

An advertising agency business may be a one-man show or there may be hundreds and thousands of ~~people~~ people working together forming part of huge multi-national corporations. Accordingly, their services also vary in range and depth. It has taken more than a century, however to build up the sophisticated business of ~~what~~ what is today known as an advertising

= 3 =

agency. It is interesting, therefore to look into the history of these agencies.

In the process of evolution of economic growth and diversified business ~~ma~~ interests Kolhapur has been a centre to reckon with because of its location, historical back ground and enterprising spirit of the local people.

To have an understanding of view-points relating to ~~thix~~ their strengths and problems future of advertising in Kolhapur city and the pattern of emerging advertising agencies business in Kolhapur city. I studied the number of advertising agencies in Kolhapur city and their aims and objectives.

I have observed and identified the present position of advertising agencies in Kolhapur city and their varied problems and made few suggestions and recommendations.

1. Title of the Research Project:-

The Disseration is fitted as "a study of Management and operations in selected publicity organisations in Kolhapur city", so as to cover all the aspects of these agencies under the study. The terms publicity organisation and " Advertising Agencies are synonomous and used accordingly in the report.

2. Hypothesis: -

1. The advertising agencies since beginning confronted numerous problems such as finance, modern methods, and materials, good artists. But the main problem is that

= 4 =

most of the industries and clients are not inclined to invest money in advertising.

2. Inter - relation between newspaper -media and publicity organisation is not as smooth as expected.

3. The position of new advertising agencies is very weak in all respects in Kolhapur city.

4. Lack of market research by advertising agencies.

3. The aims and objectives:-

The above title is chosen to see and to find out, the outcome of the advertising operations and management in advertising agency, in the area of Kolhapur city. It is almost clear that the advertising agency came into existence to help the advertiser in the planning, preparing and placing of advertisement. It makes the media creative and ~~media~~ ^{decisive}. Thus an advertising agency is an independent concern acting as a specialist in advertising

The major objectives of this project was to study the operational and managerial aspects of advertising agencies in Kolhapur city. The following objectives ^{were} kept in view throughout the study--

1. To peep into historical background and to explain the present position of these agencies.
2. To analyse the systems of operations and management in these agencies.

= 5 =

3. To have an understanding of their age, concentration nature of ownership size, strength and nature of work force and the organisation structure.
4. To find out, the actual number of advertising agencies in Kolhapur city.
5. To learn how advertising agencies manage their accounts what types of services do they render to their clients and how are they paid for their services.
6. To have an understanding of how ad. agencies plan advertising, what considerations do they have for selecting them, preparing copy and layout as well as selecting media and how ~~far~~ do they evaluate effectiveness of advertising done by them.
7. To have an understanding of view points relating to their strengths and problems, future of advertising in Kolhapur city, and the pattern of emerging advertising agencies business in Kolhapur city.
8. To find out the person ~~whom~~ why some advertising agencies are not getting adequate business in spite of developments in Kolhapur and to find out the root - cause of " backwardness " of some of these agencies and to see the possibility of improvement.
9. To get the idea regarding the availability of specialists, copy-writers, artists, for these agencies.
10. To draw conclusions and make some suggestions and recommendations on the problems of these ad. agencies .

= 6 =

4. Scope of the study:-

The title a study of management and operations in selected publicity organisations in Kolhapur city, itself gives an idea about the scope and limitations of the study. That means the study is restricted within the boundaries of Kolhapur city.

It can be further limited in its physical boundaries considering the time, cost facilities and personal limitations, so far as time limit for the completion of this project report is concerned it is very short and therefore it is but natural or we may say essential to fix up the limits of the study, so that I can collect the factual information required therein.

There is a ~~useful~~ lack of literature in case of advertising agencies in Kolhapur city. No proper efforts have been taken and if at all some material have been written they have remain unpublished and hence less knowledge has been gained in this field. The present study is modest attempt to contribute in this direction.

Due to this critical situation, very few publicity organisations which tried to spring up are unfortunately in their way to close down. To the best of my knowledge this is ~~max~~ median work. This further accentuated our desire to learn about the advertising agencies in Kolhapur city, consequently howsoever, I have desired to do this work which is basically exploratory - cum - descriptive

= 7 =

in nature.

To observe the activities of publicity organisations I have selected 10 out of 16 publicity organisations in Kolhapur city. These publicity organisations have been selected because they are successful in their working and also that they have given responses in time. (Please see appendix No.2 for list of publicity organisations in Kolhapur city) In Kolhapur city, publicity organisations are scattered out of which some are situated in Shahupuri while some in Rajarampuri and so on. Mostly, these organisations are mostly managed by only one person i.e. these are sole trading concerns and very few are having partnership. The period of activity under observation considered from 1940-41 of Jayendra publicity to onwards.

Of course, if we limit the scope of the study there will not be any harm to get factual information which is directly related with the ~~research~~ research study.

5. Limitations:-

Any study of this nature with a wide canvass is likely to have certain limitation. This study is no exception, this dissertation is likely to throw light on the historical background, present position of the publicity organisation their operations, organisation, service and management problems of these agencies, and suggestions and

= 8 =

recommendations. Thus the scope is limited to the publicity organisations in Kolhapur city. Some of limitations during this study are as follows:

1. Since the study has mainly been concerned with such operational aspects of advertising agenciesⁱⁿ Kolhapur city as their dealings with clients and advertising planning, We have not dealt with their personnel and administrative policies, financial management and technical advertising production aspects^{as well as} detailed analysis of the organisational and managerial pattern except so far as these aspects have been incidental to our major objectives.
2. The sample may not be considered to be very representative as neither an exhaustive list of advertising agencies in Kolhapur city was available nor could I get full response from all respondents whom I contacted.
3. The study has been conducted with the help of a questionnaire, supplemented with personal interviews. The analysis has been based mainly on the responses received. In many cases, even those agencies which responded to our request did not supply complete information as desired.
5. Further lack of time and financial resources prevented us from carrying out in depth case studies.
6. The study has been restricted to ad. agencies in

= 9 =

Kolhapur city therefore comparison could not be made with the ad.agencies outside Kolhapure City or with that of developing or developed country.

6. Methodology Applied:-

Under my Disseratation work I have covered a study of Management and operations in selected publicity organisa-tions in Kolhapur city. Factual material or data unknown or untapped so far is essential in every study. They can be obtained from many sources, direct or indirect. It is necessary to adopt or involve a systematic procedure to collect essential data. For collecting new, unknown data is required for the study of any problem one may use various devices for each and every type of research. We need certain instruments to gather new facts and to explore, new fields. The instruments thus employed as means are called tools. Different tools are suitable for collecting various kinds of information for various purposes.

I used following methods and tools to collect the data for my research work.

A: Historical Method.

B: Tools

1) Questionnaire.

ii) Observations.

= 10 =

A) Historical method:-

I obtained necessary primary data from the persons engaged in publicity organisations directly. And for secondary data I referred many books and articles in newspapers.

I prepared a list of (16) advertising agencies in Kolhapur city and decided to contact all of them. No attempt was made to draw a sample as I was afraid that I might not get an adequate number of responses. My fear was confirmed as I obtained responses from only 10 agencies. These too, in many cases, they did not supply complete information. Because of less number as well as incomplete responses, I was forced to consider all 10 advertising agencies which responded me.

B. Tools:-

Following are tools for collection of data. It may also be noted that the enquires were addressed to owner or proprietor of ad. agencies but still in many cases the questionnaire was not completed by the addressed person.

1. Procedure: 1. List:- In the first stage a list of different publicity organisations in Kolhapur city was prepared (see appendix No. A2)
2. Questionnaire:- In the second stage, a questionnaire

= 11 =

was prepared to study the operations and management in publicity organisations.

Thus our primary research tool was a nondis - gaisted pre-structured questionnaire which was filled in by agency operator or in some cases filled by me personally with the help of respective proprietors and their reactions have been noted. ~~xxx~~ The questionnaire included pertinent questions relating to organisational set up account management, extra services offered media aspects and considerations involved in deciding about them copy and layout of an advertisement .The questionnaire was suitably divided into various parts(Appendix No.A.1)

3. Observation:-

Observation as tool of research deals with the external behaviour of the persons in appropriate situations controlled or uncontrolled. It is concerned as a rule with neither what a respondent places on paper nor with what he says in an interview, I personally studied in the light of theoretical background and these observations have been noted.

4. Analysis of Data:-

It may be reiterated here that out of 16 ~~publ-~~ publicities approached, only 10 had responded. Many questionnaires were not complete in various respects.

= 12 =

Hence although the incomplete questionnaires were not rejected outright. I considered it prudent to exclude the non-reporting publicity organisation for a particular topic discussed . This fact has been duly pointed out at appropriate places(Please see analysis points from 1 to 26).

In some cases, analysis has been based on the responses shown in the form of frequency tables(See Appendix No.A3 to A9).

5. Suggestions:-

In addition to the response given by the advertising agencies I have expressed my thoughts in the form of specific suggestions and general suggestions.

In specific suggestions all the important points have been suggested which are neglected by the advertising agencies for their progress and in general suggestions those points which are based on general impression and observation are considered.

7. CHAPTERISATION:

The main feature of this research work is to study the management and operations in selected publicity organisations in Kolhapur city. This study is divided into ~~eight~~ chapters.

= 13 =

Chapter: I : Introduction

1. Title of the Research Project.
2. The hypothesis which is consider for a study.
3. Aims and objectives of the study.
4. Scope of the study.
5. Limitations.
6. Methodology Applied.
7. Chapterisation.

Chapter II: Theoritical Background:

1. Introduction: It deals with the technical definitions and meaning.
2. What is an Advertising Agency.
3. Need for an Advertising Agency.
4. Role and Importance.
5. Advantages.
6. Advertising Agency and operations.
7. Departments of Advertising Agency and its organisation.
 - a) contact Department.
 - b) Media Department.
 - c) Copy Department.
 - d) Art and visualisation Department.

= 14 =

e) The Mechanical Production Department.

f) Finance Department.

g) Research Department.

h) Public Relation Department.

8. Why to employ Advertising Agency ?

It deals with services rendered by an agency.

9. Selection of an advertising agency and different factors of considerations.

10. Remuneration of Agency - It deals with
= Methods of compensation.

a) Commission Basis.

b) Fees Basis.

Chapter III: Historical Background:

1. Introduction

2. Birth of Advertising Agencies

3. Growth of Indian Advertising Agencies.

4. Present position of Advertising Agencies in India.

5. Different Organisations.

- The advertising Agencies association in India.

= The Indian Society of Advertisers.

= The Audit Bureau of circulation.

= The Indian and Eastern Newspaper society.

= The Advertising club Bombay.

= 15 =

6. Origin and History of first Advertising Agency in Kolhapur city.
7. History of other publicity organisations in Kolhapur city.

Chapter IV: Presentation and Analysis of Data.:

It deals with presentation and analysis of data which was collected in response to questionnaire and their analysis section wise.

A) Organisational Profile:- It deals with Establishment location and concentration form of ownership work force, structure of agencies, size of agencies and type of clientele.

B) Account Management:- It deals with organisational set up for client services, type of clientete, how business is secured system of charging the client, Extra services rendered by publicity organisations, time needed to secure business and publicities strong points over competitors.

C) Preparation of advertisement:- This section deals with how advertising planning is done by the reporting publicity organisations, what considerations they have while selecting them, preparing copy and layout selecting media and how they evaluate the effectiveness of advertising.

D) Agencies view-point: This section may be regarded as

= 16 =

a platform for the reporting publicity organisations through which they expressed their views, problems that they were facing and their suggestions concerning this research work.

Chapter V:- Discussion on problems faced by publicity organisations and suggestions on it.

Chapter VI:- Advertising Research:-

It deals with main activities of advertising research i.e. Motivation research, copy Research and Media Research.

Chapter VII:- Present and future of advertising in Kolhapur city.

Chapter VIII:- Suggestions:-

- a) Specific suggestions.
- b) General suggestions.

Appendices: Note: * Appendix A₁ - Questionnaire, A₂ - List of Publicity Organisations.

1) Appendix A₃ to Appendix A₈ refer to tables prepared on the basis of questionnaire canvassed.

2) Appendix B₁ to B₂₆ refers to reference numbers for presentation and analysis of different points section wise.

3) Appendix C₁ refers to form of Association and Guidelines for accepting new members in Kolhapur city.

= 17 =

4) Appendix D refers to list of Dailies weeklies and fortnightlies published in Kolhapur.

5) Appendix 'E' refers to samples of Advertising of some publicity organisations.

Bibliography.

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