

Role of advertising for entrepreneurs

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ABSTRACT

The present investigation was carried out with the objectives, to get the knowledge of entrepreneur regarding different sources of advertisement, to seek different advertising techniques used by entrepreneur, to study the role of advertising in marketing, and finally to study the amount spent on advertising. The investigation was carried out in Nagpur, Maharashtra State. For this investigation, 100 entrepreneurs were selected from five zones of the city randomly. Information was collected through questionnaire-cum-interview method and suitable statistical techniques were used. It was concluded that 77 per cent entrepreneurs were found using pamphlets for advertisement, where as a very negligible percentage of entrepreneur used brochure for advertisement, 60 per cent entrepreneurs used exhibition marketing strategy whereas 10 per cent entrepreneurs preferred door to door sale practice. Entrepreneurs initially spent approx. Rs. 6000-10000 for advertising. This amount for advertising was found to be suitable for entrepreneurs, as it was an annual feature for them. Entrepreneurs were found using special schemes for sale of their products. Most of the time, the entrepreneurs were found preferring occasion-wise schemes followed by 'buy one get one free'.

KEY WORDS : Advertisement, Entrepreneurs, Marketing

How to cite this Article: Joshi, R.M., Kathwate, Shweta and Borkar, Sunita (2011). Role of advertising for entrepreneurs, *Adv. Res. J. Soc. Sci.*, 2 (2) : 252-254.

Article chronicle : Received : 14.09.2011; Sent for revision : 28.10.2011; Accepted : 27.11.2011

INTRODUCTION

Advertising involves a commercial viable language of appearances and image in which commodity relation systematically penetrates and organizes cultural meaning. Davar Rustam (1977) emphasized that markets are flooded with various kinds of future consumer durables as a result of globalization and liberalization of the Indian economy. A consumer purchases various commodities for their basic needs in order to sustain life. Due to advancement in science and technology, the global competition has brightly brought into the universal market a wide variety of commodities.

Advertisement is the most important part in marketing. In olden days, entrepreneurs used to do door to door advertisement of their products one who was manufacturing a particular products and the next generation was also found doing the same job. So, there was no need of much advertisement of particular product. But now trend has been changed, any person can manufacture any product if he /she has knowledge of manufacturing that particular product. So, competition took place. Advertisement of any product

becomes the most important in today's life (William, 1984).

METHODS

Methodology plays an important role in conducting the research. As full research work depends on the method which one is using for survey and also for statistical part.

Locale of study:

The present investigation was conducted in Nagpur city of Maharashtra state.

Preliminary survey:

This survey was done before conducting the final survey. In the preliminary survey, it was seen that whether all the questions were properly framed or not.

Selection of sample:

For this research, the survey method was selected. As it is considered that the sample which was selected is the representative of the universe so, through this survey method we were able to get more information about the advertising techniques used by the higher middle income

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