

# An argumentative approach to marketing and advertising marketing essay



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The economic integration processes and the way corporate promotion of their activities through advertisement on products and services today displays a certain amount of hyper activity as a form to tap the market and create awareness on products and services specifically designed for consumers in the market. Advertising in the contemporary context is just superb to say in simple sense; given the media forms that also finds its consideration in corporate marketing tactics and strategies.

Moreover, as we can see and visualize with things in and around us, millions of hoarding and billboards on different products and services displays certain amount of advertisements, ranging from electronics advertisements, and many other in that league can be read as a form of valuable information for general readers and million of customers in the global market.

And when it matter to corporation marketing process and its procedures, consumers perspective differs and opinion for and against advertising and the arguments in that regard that attached to public views differs and is also an interesting subject matter to analyze right from the outset.

But what is marketing management that takes into account the advertising procedures of corporate? In simple sense, we may define marketing in the contemporary context as an organizational function and a set of processes for creating, communicating and delivering value of products to customers and managing customer relationship in ways that benefit the organization and its stake holders" (Petley 4) thorough marketing management and its communication forms. And advertising in that context also relates to

corporation promotion of product and services for the informative benefit of the general consumers and the sundry.

However, the question that arouses in all circumstances when it matter to advertising is that - are all the values such as the thing that defines the general marketing principle and ethics withheld and followed by corporate? In another word, are marketing communications through advertisements a format and tactics carried out by corporate marketing planners for the sake of business gains only? Moreover, can the case specific to advertisings only a form of manipulation carried out by corporate? To lay an impression in that regard, we can't deny the facts which are also common knowledge that advertising itself can be looked as a means of information as well a contrasting fact of manipulation.

Thus, to argue in that regard again, that is to say for and against advertising can be hard indeed, which this essay and the argument herein attest itself to testify some of the hypes surrounding with advertising procedures.

Hence, this proposal in particular in the right earnest from the outset takes into account the notion of advertising. Add to it, this essay also analyze the good, the bad and the ugly things that can be attached to advertising in the contemporary context.

Thus, structuralizing this essay right from the outset, the core concepts in argument herein defines marketing in general and limits itself to advertising that specially attends to the following thesis and the assumption.

What is advertising? And why it matters to corporation in the contemporary context.

Can advertising regarded as a form of information? Or rather just a form of manipulation?

## **Defining Advertising in context of marketing procedures**

The start with herein, understanding marketing is vital. Hence, the main aim of marketing is to know and understand the customer in the market well enough so that marketers can project their product or service that fits accordingly with consumer perceptible. In doing so, advertising in the right earnest does much of the work to manipulate consumer mindset through information that the purpose of advertisement serves.

Ideally as it is with the general presumption, marketing channel also should result in a customer who is ready to buy product easily available to the consumers. But how can such cases be addressed by marketers? In that context, advertising comes to the rescue and is one form that creates awareness and is also an informative form which adds values to consumer in one sense or the other, given the informative channel attached to advertising and the awareness created through its platform.

But what is interesting today can be laid emphasis to the standardization of marketing and promotional activities among corporate. As such, scholars namely, David A Griffith, Aruna Chnadra and John K Ryans Jr in their research paper titled “ Examining the Intricacies of Promotion

Standardization: Factors Influencing Advertising Message and Packaging”

also have argued that advertising as form of promotional activities is a very <https://assignbuster.com/an-argumentative-approach-to-marketing-and-advertising-marketing-essay/>

intricate case that have usurped the corporate mindset long enough. Hence, when it matter to advertising, in one form or the other the influencing factor is always there, because advertising standardization and most notably packaging standardization defines the informative source of advertising that corporate activities signify and that which is carried through marketing channels in one form.” (David A Griffith 350-351)

Hence, in all discourse and when it matter to advertising and its forms, marketers after knowing the needs, wants and demand of its consumer in the market though their response on ads, and the likes then successively identifies its target market which has the maximum potential to sell off its company’s products. In that regard, again the question of the beneficial means of advertising is one particular stratum, that is to say informative also is withheld, which we cannot side apart.

Thus, the interesting feature when it matter to advertising and the question of manipulative and informative forms also can be understood by laying emphasis to global advertising strategy, and most importantly why it matters to corporations. To have an impression in that context, the paper published simultaneously in international marketing review, written and researched by Jae H Pae, Saeed Samiee and Susan Tai, titled “ Global Advertising Strategy: The moderating role of brand familiarity and execution styles” relate to the global advertising trends that corporation activities involves through marketing campaign. Hence, the scholars stated above are of the opinion that advertising have a tremendous role to play with brand familiarity,” (Jae H. Pae 376) which we can assimilate and opined also relates to informative forms of advertising and culturally in corporate context a manipulative form. <https://assignbuster.com/an-argumentative-approach-to-marketing-and-advertising-marketing-essay/>

Hence, following suit to the argument above brief arguments, this essay herein also attest to define the many faces of advertisements and its meaning, which Jae H. Pae and colleagues relates that “ cultural values are also reflected both in advertising theme and their execution,” (Jae H. Pae 377) which further signifies the case specific to advertising and the question of its cultural, informative as well as the manipulative forms. Hence, the following paragraph also relates to some factors on the many faces of advertising through marketing channels of corporation strategy, which is in one form informative as well as manipulative in economic sense.

### **The many faces of advertising**

In general contextual forms, corporate marketing process targeting its market now needs to segment the market on the basis of customers having similar needs and wants. However, that can be hard to come to the conclusion and rather rare indeed, since taste and preferences among customers are diverse as well as different.

In such scenario, marketing strategies positions its products through advertising in what ever forms as a means to play with consumer minds, as well as creating an informative channel of its targeted customers in order to create a platform for product demands and that which comes as central benefits to corporate. But how are such positioning done? How will people know about the products offered by the marketer? This is when marketing or advertising comes into being as its main aim and objective is to create awareness among the people regarding the various goods and services available in the market. In that essence, Timothy Joyce (1998) in his article titled “ The Advertising process” also have defined that way of advertising in <https://assignbuster.com/an-argumentative-approach-to-marketing-and-advertising-marketing-essay/>

the most dignified way. In simple sense, the author concerned has rather gave an imploded argument when it matter advertising that is empirically grounded as well as blowing the myths attached to advertising.” (Joyce 12)

Once again, Advertising is thus the promotion of a product by exposing these products mainly through the mass media like newspapers, magazines, bill boards on the roadsides, television ads and almost any type of the mass media as long as it reaches its customers and creates awareness about the various products in the market. Hence, in such contextual forms, advertising is rather an informative process that corporation marketing initiative.

Add to it, many marketers also mainly persuades its target market especially youths to buy its products through celebrity endorsements as they believe that youths will define their personal identity through a loyalty to what the celebrities buy, wear and eat. Such forms also can be looked and argued upon as an informative case scenario, where advertising rule the roosts.

Advertising thus attempts to attract attention, and engage the minds of individuals and mostly trigger the emotions and change what people think and their perception, all which can lead to sales of products and services. Moreover, advertisements also allow media to be sold at a cheaper price and sometimes free to the customers, which are rather manipulative in simple sense. Alike, advertisers also pay media companies to place their ads in every available media forms, and thus the advertiser’s main purpose is to influence the consumer to purchase the product, which again can be looked as a format of manipulation through information.

## **Advertising: Manipulative or informative? The big gap**

When we come to this part of the arguments, one case in particular can be laid emphasis to the scholastic views. Hence, when it matter to John Philip Jones (1998) who have also augmented that advertising has traditionally been associated with an intention to boosts sales and attract competition and increase market share to build consumer franchise and build loyalty, and most importantly to launch and develop strong new brands.” (Jones 83)

Although advertising is mainly a source of information to the people regarding the various goods and services available in the market, it also tries to manipulate the people by making false promises regarding its products. Case scenario specific in that regard also can be laid emphasis to the promising benefits which are never delivered to consumers, and most importantly mislead the consumers in ways that confuse the consumer in the market to purchase the product for reasons other than the actual product that was designed for.

Sometimes these ads can make the consumers feel that if they do not have the product then they should have one or in other words it makes them feel that they need the product in order to fit in. This way people or consumer in the market purchases the product not because they have a strong need for it but because they do not want to run the risk of damaging their reputation by not purchasing the product or so. Hence, in such scenario, the idea of manipulative advertising also takes centre stage.

Consumer also many a time in turn purchases the product just to impress their family and friends making it necessary for the consumer to own the



product specific as can be read through the information in billboards. Thus, this way advertising is not only a source of information to the consumers but it also tries to manipulate them into buying the product. And the interesting facts remains that many a time's consumers are manipulated and get carried away by the different kinds of endorsements regarding the various kinds of products available in the market. The marketer or advertiser on the other hand taking advantage of the consumers need for a product manipulates them by persuading them into buying the product even though the consumer does not have a very strong need for it.

## **Conclusion**

To conclude on the essay, laying emphasis to the corporate world today also can be summarized to the trends that have gone a notch above the grounds when it comes to marketing processes and the likes. That is to say, new age marketing process through advertising as a means of communication to propagate product and services awareness in the market can be seen every where - in the corner shops, the billboards and many other forms of advertisement through mass media and the integration of technology and forms of communication in order for marketers to drive home the idea of business in simple sense.

However, what is interesting also can be looked within the aspect such as the facts in which the general publics today also are very conscious of the thing that happens in and around with corporation management, and especially the marketing trends that is fast catching up in the fast paced world that we live in today.

Thus, when it matter to marketing people in the corporate world, through advertising it creates a platform through which they can market their goods, services, events, people, ideas, and properties and so on and so forth. In order to market their goods and services marketing managers first needs to understand the needs, wants and demands of its customers, wherein informative advertising and its manipulation in both context and consumer and corporate perspective comes into force, Vis-a-vis. Then only different types of Marketing programs can be carried of effectively, where advertisement at all times take centre stage, which is rather informative as well as a calculating approach that is reached through marketing strategy to tap the huge potential that advertising creates for business success, gain and goal alignments.