

## **Importance of Creative Advertising and Marketing According to University Students' Perspective**

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**ABSTRACT:** Advertising has crucial role in today's competitive marketing world. This research studies two important persuasive processes often employed in the management of businesses; Creative Advertising and Marketing Management. Creative Advertising and Marketing Management is necessary in order to have a complete understanding of how producers and sales companies work effectively. While advertising performs the communicative function of informing consumers about a company's product or services, creative advertising is also attract people to the market, marketing management is a much more complex managerial process which encompasses activities such as; marketing research, product conception and design, pricing, distribution and even advertising. Today, in current globalized and rapidly expanding business conscious world; creative advertising and marketing management are increasingly becoming more relevant to the businesses. Companies need to adopt creative strategies and innovations in their operations in order to survive the challenges of the ever expanding global market. In the study, creative advertising and its importance in marketing management are investigated and examined by sample group of university students.

**Keywords:** Creative advertising; Innovations; Marketing management; Persuasion in marketing

**JEL Classifications:** M31

### **1. Introduction**

The twenty first century has been an era of increasing globalisation and expansion. Advances in science, technology, transportation and communication have been the main driving forces of globalization. These advancements have resulted in the spread of business ideas, knowledge and information amongst heterogeneous and scattered people located round the globe. New media technologies have perhaps been the most powerful tools in creating linkage among people. Mobile telephony, the internet, social networks, tablets and other new media devices have greatly contributed in creating a seamless globalized society unlimited by physical distance; significantly altering the concepts of space, time and location (Saxena, 2005). These devices have become so pervasive that people's daily lives are becoming more and more centered around them.

The current age of globalization has also been characterized by a marked shift in operations as well as the expansion of businesses beyond traditional boundaries. New media technologies have led to speed in operations; as business has to be conducted at the speed of thought. Products too have to become globally competitive as more and more and more companies enter the market with new products. Business operations have also become more creative and flexible as new media makes available several alternative channels of reaching consumers. E-bay, Amazon.com amongst other emerging online sales channels are increasingly being used by companies and consumers even in developing countries.

One of the most significant impacts of globalization on the business world is the immense empowering of the consumer or customer as a global citizen. The consumer has become more powerful and important in the twenty first century than in previous years. With the plethora of media and products available, customer loyalty no longer exists. Customers are no longer bound by rules to any particular brand. Several search engines and a huge range of products, consumers are now in control of what they wish to see, hear and buy; they are no longer inactive via the internet(Thorson

and Duffy, 2011). Consumers have to calm down and wait to be wooed by companies now. Companies have to be creative and active on their production to meet the demand of consumers from every corner of the globe. Competition is seen on a global scale. In today's world, companies are faced with the challenge of capturing and maintaining ICT and globally minded customers. This task of capturing and maintaining customers informs the need for the effective management of advertising and marketing processes to meet the challenges of the increasingly globalizing world.

### **1.1. Advertising**

Advertising is a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the consumers to purchase goods and services. Advertising may be targeted at promoting a new product or designed to promote existing ones. Advertising, according to the British Institute of Practitioners in Advertising (IPA); presents the most persuasive message to the right prospects for the product or service at the lowest possible cost (Jefkins, 1992). It is 'any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor' (Dominic, 2013). According to Benson-Eluwa, the advertising Practitioners of Nigeria (APCON) define advertising as an information which is persuasive and informative about goods and services that paid for or sum of ideas which defined by advertisers via using media (Benson-Eluwa, 2004). On the other hand, Advertisement is an act of advertising which stands for giving public notice or to announcing publicly as a dictionary meaning (Tyagi and Kumar, 2004). When focused in the field of business and marketing, advertising is a propitious promotion of goods or services to the public, with the intention to draw attention of people and increase the amount of sales for these goods and services (Petley, 2003)

Advertising has become greatly popular and even common place in today's world. According to Trehan and Trehan (2011), market is controlled by consumers so companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. Advertising seems to be in everything for people and everywhere people go; from surfing the net to taking a bus ride. Advertisement pop up on various websites and can be found in all sorts of unusual places from can drinks to concert tickets. Advertising becomes increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers. There are basic features of advertising; advertising create an awareness of consumers, it gives an information and also it can persuade consumers. Advertising has costs. An advertising cost have total message that take of time and space on the media. Advertising is not communicate directly with a person. It is open to the public. Advertising gives an information as said before and it is told that advertising educates consumers on a product or service. It includes various creative strategies and tactics also but in advertising nature it is trying to convince consumers to make a purchase.

According to businesses, advertising help to selling goods and services. It is an important tool for business marketing. Consumers can learn every detail information by advertising. Advertising is important for competition among businesses. It affects product price and also its quality. Moreover, advertising helps to speed up the introduction of new inventions, the process of industrialization and the expansion of businesses. It also helps to increase the productivity of companies and generally raises the standard of living in society.

On the other hand, consumers defined the products and services in their mind according to advertising of goods and services. Quality should not be avoided from advertising. Consumers evaluate quality with production skills and advertising skills equally. It is obvious that the attitudes and behaviour of consumers are highly affected from advertisement and advertising affect consumers buying behaviour. Moreover, creative advertisings facilitate businesses to improve their market share.

### **1.2 The Importance of Advertising to Businesses**

Goods and services are produced according to consumers growing and changing desires. They are competitive tools for companies among their rivals. Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales. Depending on the nature of the product, advertising uses the right media to get the message across to consumers. For example, in the case of consumer products such as food, soap and soft drink; the broadcast media is often chosen. Secondly, advertising helps to reduce distribution costs. Because

advertising reaches a mass audiences, the cost of personal selling and distribution is greatly reduced (Dominick, 2013). Through the various media advertising messages can go beyond regional and national boundaries. Advertisements are exposed to a global market via the internet and social networks.

Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. However, Phillip and Raspberry argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet their virtues are barely average (Phillip and Raspberry, 2008).

Advertising for manufacturers has several advantages like promotes products because people become aware of the existence products and services and lead them to making a purchase so sales are increasing; increasing of the sales demonstrate higher demand, it means more production; through advertising companies communicate new products to consumers in an effective and cost effective way. Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011). In addition, through advertising a company can compete with others by showcasing competitive prices or the benefits of its products and services. Manufactures can also remove misunderstanding about their products through appropriate advertising (Akrani, 2010).

Advertising for consumers has also several advantages like advertising helps to save consumers time by pointing them to specific products. Advertising also helps consumers to be more specific during shopping; consumers can make their choice before going shopping, they become aware of new businesses and new products and brands; through competition which is enhanced by advertising, some companies often lower the prices of their products in other make more sales and compete with others in the market and also many advertisements often contain customer care number of links to company's websites which consumers can contact the company directly with questions or complaints.

In addition to advantages of manufacturers and consumers, there are many advantages for society like the advertising industry generates thousands of jobs for people connected with advertising or marketing communication. Advertising also generates more jobs in companies due to expanding production and sales; because of the highly competitive marketing environment, companies are constantly trying to come up with new products with creative designs and improved benefits or functions. The emergence and use of these new products often lead to higher quality of living; many media houses especially private ones, depend entirely or almost entirely on revenue generated from advertisements. Through revenue from advertisements many print houses are able to reduce the cost of production which in turn lowers the prices of newspapers and magazines; advertising stimulates research both academically and in marketing. Scholars and marketers are increasingly interested in studying the ways advertising affects consumers and how consumers react to advertising.

On the other hand; advertising also has its weaknesses like; advertising often leads to increment in the prices of goods as companies try to recover huge amounts spent on advertising in the media. The persuasive nature of advertisements often cause people to buy products they do not actually need. Many people have also been lured in to dangerous habits like smoking and excessive alcohol drinking as they try to copy the lives of the actors in advertisements. Companies who depend solely on advertising as the medium for marketing their products can be negatively affected if consumer's tastes and preference changes to other brands. Moreover, many advertisements are misleading or full of exaggeration. Consumers often find out too late that products are often below the quality of what was advertised. The deception often employed in many advertisements informs public suspicion of advertising as a manipulative process.

## **2. Marketing and Marketing Management**

Marketing is one of the important process necessary for the effective management of business organizations; especially those involved in the production of goods and services. According to Kotler, definitions of marketing fall under two categories; social and managerial. Social definitions describe marketing as a business activity or a social process, while managerial definitions view marketing as a bigger and complex managerial process- what is termed marketing management (Kotler, 2002)

According to social perspective, Drucker defines marketing as the art of selling goods and services (Drucker, 1973). Boone and Kurtz view marketing as a process which analyzes customers' needs and secures information designed to match the goods or services created by the firm's production facilities to buyer's expectations (Boone and Kurtz, 1995). The American Marketing Association in its 2007 definition state that marketing is 'an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and the society at large'.

Marketing management as the term implies is the management of all of an organization's marketing activities. It is the art and science of applying marketing concepts in choosing target markets in marketing segmentation, receiving, keeping and increasing number of customers and customer greater value (Kotler, 2002). Creative approach will be a key for getting business objectives. In addition to that, marketing management as a process whose goal is to attract and satisfy customers on a long term basis in order to achieve the organization's economic activities (Wicox, Warren and Ault, 1998)

### **2.1 The Relationship between Advertising and Marketing**

Advertising and marketing are essential processes needed to ensure that products get to their target markets. Although thought by some to mean the same thing, advertising and marketing are different. Advertising involves more of communication as its focus is on disseminating information about ideas, goods and services. It involves making repeat and potential customers aware of a product or services. Each advertising plan is geared towards a particular product as the all advertisements are unique (Mallory, 2013). Advertising relies on the media to pass the message across.

Marketing management is a bigger and more complex process than advertising. It consists of everything an organization does to facilitate exchange with the customer. Marketing management is concerned with issues such as research, product conception, design, pricing, promotion, sales and distribution. Its scope is much wider than advertising. In fact advertising is regarded one of the tools of marketing management. Marketing is sometimes described as a pie of which advertising is one of its fillings.

### **2.2 The Importance of Advertising in Marketing**

Advertising performs several roles in marketing. The first role advertising plays is the informative role. Advertising serves as the channel through which consumers get to know about products and services. Companies manufacture products and services with the aim of selling them to consumers; without sales, these companies will run at a loss and soon will be out of business. It is advertising's role through various media, to inform the public about products and services. Apart from informing consumers, advertising goes further to persuade consumers to make a purchase. The public may be well informed about a product through the various media, but do bother to patronize the product. Advertising through creative appeals persuades the public to take action and make a purchase.

The promotion and preservation of the brand image is another role advertising plays in marketing. Advertising is a source of image for brands; it reflects and forms a brands reception by the public (Biel, 1993). Advertising helps to sustain a brand's image which in the long run helps to boost a company's reputation and long term investments. Advertising achieves the above by influencing the perceived qualities of products (Kirmani and Zeithmal, 1993). The perceived quality of a product refers to consumer's judgment about a product's overall excellence and superiority. Advertising through the use of creativity, appropriate media and persuasive tactics can influence consumers causing them to alter beliefs and desires about particular products or services.

## **3. Persuasion in Marketing – Effects on Advertising**

Persuasion can be defined as the process of influencing a person to do something. It refers to the process of modify the values, wants and actions of others (O'Shaughnessy and O'Shaughnessy, 2004). Persuasion is advertising's second most important function apart from informing and reminding consumers of products and services. Successful advertising aims to not just to inform, demonstrate, attract or entertaining the consumer, but to persuade them to buy (Benson-Eluwa, 2004)

Advertising often persuades through the use of selective appeals. Appeals refer to various approaches used to attract the attention of the audience or influence their feelings or behavior towards a particular product or service (Trehan, 2010). Appeals arouse the interest of consumers towards an advertisers' product or service. An appeal may be through the product's colour, shape or message.

Advertisers often try to persuade consumers by appealing to their needs and desires such as; security, safety, health, comfort, pride, happiness etc. The availability of numerous needs and desires of consumers informs the existence of various kinds of rational and emotional appeals. Persuasion thus causes advertising to become very powerful and controlling; penetrating in to the subconscious regions of the minds of the public.

Persuasion motivates people in to action by influencing their beliefs and desires yet in some cases it can be resisted or refused. Resistance to persuasion often arises when the target does not have the right perspective or right mindset (O'Shaughnessy and O'Shaughnessy, 2004). This mindset could be as a result of religious, political or cultural beliefs. For example, it is difficult to persuade a person to stop smoking unless that person accepts the traditional medical perspective that smoking induces lung cancer and heart attacks. There is therefore the need for advertisers to devise strategies for influencing the minds set of target audience if products are to be sold.

In marketing, advertising is the major channel of persuasion. Other sales promotion activities such as; price reductions, raffle draws, contests, sampling etc. are also used to convince customers to sample and then purchase products. Persuasion in marketing can be likened to customer hunting. Through the informative and persuasive powers of advertising and sales promotion, marketers are able to increase their number of customers and sales.

### **3.1 The Importance of Creativity and Innovation**

In today's highly competitive world, consumers are faced with vast arrays of products and choices. As the concept of brand loyalty diminishes, marketers need to devise creative and innovative ways of attracting and retaining customers. Survival in the business world entails steady patronage by consumers. It also entails being able to increase one's customer base. Due to the inundation of the market with products with highly competitive prices, consumers are ever willing to try out new things. Companies now more than ever, need to devise ways of surviving in the market. Creative and innovative advertising strategies serve as major tools.

Creativity can be defined as the production of something original and valuable. Creativity involves coming up with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Some scholars view creativity as a natural gift while others view it as a talent that can be learnt and developed. However, creativity seems to be a combination of both. Research in psychology reveals that creativity arises through the confluence of knowledge, creativity thinking skills and motivation (Adams, 2005). Knowledge here refers to all what a person knows. Creative thinking skills refer to how flexible and imaginatively people approach problems while motivation refers to the passion and interest in the work itself.

Innovation is similar to creativity and both are often confused as meaning the same thing. Innovation refers to the using new methods to achieve something. Innovation is the implementation of creativity. It involves the adoption, adaptation or use of another's creative ideas; turning them to reality (Priya and Vishal, 2007). For example, an artist who paints a picture is appraised as being creative while another artist who adopts techniques from the painting and tailors them in to his or her own paintings is regarded as being innovative.

Advertising survives or dies on creative and innovative communication. Creativity is the reason why particular agencies are preferred to others. Creativity and innovative tasks are handled by the creative department of an advertising department or agency. Creative staff write the advertising copy, choose illustrations, prepare artwork, select models or actors and supervise the scripting and production of radio, television and web ads (Dominick, 2013). Priya and Vishal (2007) however argue that creativity and innovation should not be seperated from effectiveness. Effectiveness of an ad is determined by the correct combination of impact and retention. Impact being the ability of the ad to attract attention while retention its ability to stay in people's minds. It will be a wasted effort to invest time and money in ads which have no effect.

Techniques such as; surprise, humour and contrast, are often used to by creative people to create ads. These unexpected elements may be found in the choice of words, visuals and media or in all the three (Drewniany and Jewler, 2008). Other techniques used could be in choice of media. For example, some ads are deliberately placed in public urinals to ensure that they get to the target audience. Some agencies now solicit for designs by consumers through Ad Design competitions. Drewniany and Jewler (2008) argue that "creativity and innovation should be handled with care to avoid resulting in

ads which are unlawful or out rightly offensive; advertisers should understand their consumers' sense of humour"(18).

#### **4. Hypothesis and Research Method**

##### **4.1. Hypothesis**

Creative advertising studies are effective in meeting the marketing targets. Effective creative advertising used for marketing purposes in university student behaviour as a consumer determines the consumer capacity.

##### **4.2. Research Method**

In order to bring clarity to study, thirteen close-ended questions are asked to 50 university students at Communication Faculty of Girne American which is in T.R.N.C.

The questionnaire included creative advertising is important in marketing, the products and services offered through creative advertising attracts consumer attention, products which containing more creative advertising is more follow, the products offered by creative advertising is examined more enjoyable, creative visual and audio presentations are attracting consumers, products are more explored via creative advertising, businesses become more cautious in their advertisements to reach a wider consumer with creative advertising, consumer awareness is achieved with creative advertising, creative advertising is important in the increasingly competitive marketing world, businesses with creative advertising has become much more attention to consumer behavior, businesses reduce the distance with consumers via creative advertising, creative advertising is important to business development and grow its market share, creative advertising shows the quality.

##### **4.3. Limitations**

The study is limited with 50 students from Faculty of Communication in the Girne American University which is in T.R.N.C. If it would be possible to prepare questionnaire and apply to the all students in Girne American University and also apply to all Universities which is in T.R.N.C., it would give more efficient results.

#### **5. Analysis and Results**

In the study, to the expression of creative advertising is important in marketing, 49 students participated with 98%, only 1 student with 2% was undecided. 41 students participated with 82% to expression of the products and services offered through creative advertising attracts consumer attention on the other hand, 9 students with 18% were undecided. Expression of products which containing more creative advertising is more follow, 33 students with 66% participated, 12 students with 24% undecided and 5 students with 10% did not attend to this expression. These five students thought to be addictive to a certain brand. Expression of the products offered by creative advertising is examined more enjoyable, 44 students with 88% participated, 4 students with 8% undecided and 2 students with 4% did not participate.

In the study, to the expression of creative visual and audio presentations are attracting consumers, 41 students with 82% were participated, 7 students with 14% undecided and 2 students with 4% did not participated. Students who did not participate to that expression thought to be find these advertisements insufficient. They did not find creative advertisements. Moreover, to the expression of products are more explored via creative advertising, 41 students with 82% participated, 6 students with 12% undecided and 3 students with 6% did not participate. Businesses become more cautious in their advertisements to reach a wider consumer with creative advertising statement demonstrates participated of 42 students with 84%, undecided of 5 students with 10% and did not participate 3 students with 6%.

In the study, expression of consumer awareness is achieved with creative advertising, 37 students participate with 74%, 12 students with 24% undecided and 1 student with 2% did not participate. In the statement of creative advertising is important in the increasingly competitive marketing world, 41 students with 82% participate, 7 students with 14% undecided and 2 students with 4% did not participate. Statement to businesses with creative advertising has become much more attention to consumer behavior, 40 students with 80% participate, 9 students with 18% undecided, 1 student with 2% did not participate. In addition to that results, businesses reduce the distance with consumers via creative advertising statement demonstrate 31 students with 62% participated, 12 students with 24%

undecided and 7 students with 14% did not participate, 49 students with 98% participated to statement of creative advertising is important to business development and grow its market share, on the other hand 1 student with 2% undecided. According to that result, individuals thought that creative advertising is important to gain competitive advantage among rivals. The last statement was creative advertising shows the quality. 33 students with 66% participate, 14 students with 28% undecided and 3 students with 6% did not participate to the statement.

In general, to the statement of creative advertising is important for consumers, a significant difference was observed between students who are participate and undecided. Nevertheless, almost all of the participants has participated to this statement. The products and services offered through creative advertising attracts consumer attention even so following rate was lower than to creative advertising attraction. In this result, businesses create creative advertising but that advertising did not enough effective for following. A large part of the participants stated that they had an enjoyable following to creative advertising but the rest undecided and there was a significant difference was observed among them. Participants stated that creative advertising was pleasant but its following was lower. These two edxpression has significant difference. So businesses must be carefull to prepare their advertisings. Creative advertising create awareness to consumers but businesses must prepare their visual and auditory presentations carefully thus they are create an attention and also all consumers affected by advertysing and buy. According to participants, if any business target to success and gain high market share, want to get competition advantage must be carefull all their presentations, advertising and promotions. Moreover, most of participants emphasized that creative advertising create differences and demonstrate high quality. In addition, businesses become more carefull to their production and theri advertising according to the participants but they are waiting more devotion to consumers. Creative advertising is important to business development and grow its market share was emphasized by all participants. According to study, when the answers were given by consumers evaluated, creative advertising decrease distance between businesses and consumers. Moreover, consumers will be customer of the business and businesses will reach their aim. Finally, creative advertising demonstrate more quality according to consumers thus businesses must be carefull in their production and their advertising

## **6. Conclusion**

This research is a modest discussion of two highly complex processes advertising and marketing management. Complexities in advertising and marketing are unending as society increasingly expands giving rise to new issues and challenges. As shown in this research, advertising and marketing are commercially driven with the aims of informing the public about goods and services, persuading people to buy, building and maintaining brands as well as maximizing profits for the organization. Advertising thrives on marketing; it is part of the marketing process. Successful marketing planning needs carefully planned and cost effective advertising strategies. These need to be put in place to ensure that consumers are informed and reminded about products as well as to avoid wasteful spending.

In the current age of globalization, new media technologies so far, are the most influential which shape consumer's tastes, choices and life in general. So, studies of creative advertising in businesses provide maximize profit and image to businesses. People want to see different and creative products and services in a new trend production world. As people increasingly turn to new media as a source for communication, knowledge and business, advertisers and marketers need to tailor their strategies and tactics in creative and innovative ways to meet the needs of the new generation.

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