

ROLE OF PUBLIC RELATIONS ADVERTISING

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Abstract: Advertising has become a booming business in modern era which has the power to create or destroy image in public circles. Healthy public relations are necessary to market one's products and make valuable customers including profits. This paper attempts to review the works presented in the field of the role of public relations in advertising, how it affects the market, and sales, economic and non-economic equations. Moreover it also discusses about the difference in between marketing and public relation.

Keywords - Advertisement, consumers, public relation, marketing, social media.

I. INTRODUCTION

Advertising is part of our social and economic system. Within the economic system, advertising has evolved into a communication system for both consumers and enterprises. The ability of publicity in addressing the prepared messages to the target groups through the advertising and other promotion methods assigns its important role in the marketing programs of most enterprises. Enterprises are actively oriented to promote their products and services on the market. Consumers have learned to rely on advertising and its forms with respect for information that could be used in their purchase decisions.

The increase in advertising expenditure reflects the fact that marketers recognize the value and importance of advertising. Advertising is essentially impersonal and indirect form of market communication, whose role is to support the identified market offer in order to obtain and then also to accept the purchase of as many customers as possible. Advertising is essentially aimed at maximum efficiency. Decisions about advertising should be directed to make its efficiency even stronger, deeper and broader. All measures from the advertisement planning to its implementation must include an element of efficiency. Efficiency is considered to be the dominant principle of all advertisements. And to efficiency are subordinated all matters related to the choice of advertising carriers, advertising resources, deployment time and released funds for advertising.



Fig. 1: Some important parameters of Public Relations

Public relations constitute the creation of planned and systematic relationship between enterprises and the external and internal public, in order to obtain understanding and confidence. When communicating with the public it is an important two-way flow of information and feedback. Modern PR is the bidirectional communication, often the dialogue influencing the public opinion and attitudes, because of its strategic objective in the positive change of the audience behavior. The feedback is needed for evaluation of the communication effectiveness and its potential for tuning in the next process. The basic tactics of PR should inform and persuade the public, as well as improve the relationships and shape the behavior of the public through the targeted communication and by disseminating the targeted information. Long-term strategic goals of PR are understanding, harmony of interests and favorable image of enterprise in the public perception. In the practical activities, PR is essentially about two basic things:

- Activities that create trust
- The care about contacts with certain relevant groups of society.



In order to gain the trust of the public, the enterprise has to be credible. When the enterprise thanks to well-kept and understood PR enjoys the public trust, this will be reflected not only in understanding and success on the market, but also when the problems and difficulties penetrate to the public. Taking care of understanding and maintaining the public trust is a permanent role. The principle of continuity, constant and sustained efforts is crucial. Understanding and trust is needed to be verified, reproduced and treated every day.

II. LITERATURE REVIEW

(Neill and Schauster 2015) Just as the advertising and public relations industries are evolving due to the development of new technology and communication tools, so are the demands of education. Through in-depth interviews with 29 executives working in both advertising and public relations agencies in the U.S., this study identifies the core skills and competencies needed to have successful careers in this new media landscape. While writing and presentation skills remain foundational, employers also are seeking math and data analysis skills associated with new jobs in social media listening and analytics.

(Khang et al. 2012) Drawing upon the social media phenomena in both practical and academic arenas, this study explored patterns and trends of social media research over the past fourteen years across four disciplines. Findings exhibit a definite increasing number of social-media-related studies. This indicates that social media have gained incremental attention among scholars, and who have, in turn, been responding and keeping pace with the increased usage and impact of this new medium. The authors suggest that future scholarly endeavours emphasize prospective aspects of social media, foreseeing applications and technological progress and elaborating theory.

(Mudassar Hussain and Chen 2010) Advertising affects society by virtue of its behavioral, economic, moral and cultural effects, and public relations through the corporate social responsible (CSR) work as a healer. The government regulations and offensive attitude toward advertising content and products reduce the effective role of advertising whereas philanthropy, crisis response and social welfare support the favorable attitude of people toward public relations. The presented article uses the triangulation research method for the attitude evaluation toward advertising and public relations from the CSR perspective with a special focus on China.

(Thurlow 2009) This study uses a critical sense making approach and draws upon role identity theory to explore individual understandings of the public relations identity. Public relations practitioners are asked to share their own sense making about their professional identities within the context of negative societal perceptions of the field.

(Kelleher 2009) Organizations face unique challenges in communicating interactively online with publics that comprise dauntingly large numbers of individuals. This online survey examined the perceptions of people who had experienced interactive communication with a large consumer-tech-industry company via organizational blogs. Those reporting the greatest exposure to the blogs in this study were more likely to perceive the organization as communicating with a conversational voice. Conversational human voice and communicated relational commitment (relational maintenance strategies) correlated positively with trust, satisfaction, commitment, and control mutuality (relational outcomes). Building on prior research, this survey supports a model of distributed public relations—one in which key outcomes of public relations are fostered by a wide range of people communicating interactively while representing an organization.

(Michaelson and Stacks 2007) The comparative effectiveness of public relations compared to advertising has long been controversial. This study reviews a pilot and initial experimental study of the effect of public relations versus advertising and replicates and extends the research as the second part of a continuing body of research dedicated to comparing the communications effectiveness of these communications methods. The results once again failed to establish an advantage of advertising over public relations. Discussion focused on extending the research to different settings and message control.

(Michaelson and Stacks 2007) The presence or absence of a public relations multiplier has long been controversial. This study sought to try and establish if such a multiplier exists through a carefully controlled experiment with “real” participants, and if so, what its magnitude might be in a comparison of an initial branding campaign. Experimental-control group analyses indicated that the advertising and public relations manipulations were successful; however, comparisons between advertising and public relations failed to find but one significant difference – with the public relations group perceiving the product more similar to them than those in the advertising group. The research did find that the public relations group scored consistently, but non-significantly higher on almost all measures and that their decision-making was focused on higher levels of overall product knowledge.



(Grunig 2006) This article traces the origins and continuing development of a research tradition that conceptualizes public relations as a strategic management function rather than as a messaging, publicity, and media relations function. The tradition began serendipitously with the development of the situational theory of publics in the late 1960s, followed by the application of organization theory to public relations, the symmetrical model of public relations, and evaluation of communication programs. The Excellence study, which began in 1985, brought these middle-level theories together and produced a general theory, a theoretical edifice, focused on the role of public relations in strategic management and the value of relationships with strategic publics to an organization. Since the completion of the Excellence study, scholars in this research tradition have continued to improve and furnish the edifice by conducting research to help public relations professionals participate in strategic decision processes. This research has been on environmental scanning and publics, scenario building, empowerment of public relations, ethics, relationships, return on investment (ROI), evaluation, relationship cultivation strategies, specialized areas of public relations, and global strategy. I conclude that the greatest challenge for scholars now is to learn how to institutionalize strategic public relations as an on-going, accepted practice in most organizations.

(Hutton et al. 2001) An empirical study of Fortune 500 companies suggests that “reputation management” is gaining ground as a driving philosophy behind corporate public relations. Whether the phenomenon is a trend or a fad is not clear, given the lack of consensus in defining reputation, the instability and questionable validity of reputation measures, and unanswered questions about when and how (or even whether) reputation can be “managed.” Besides reputation management, corporate public relations departments in the study embraced a wide variety of other definitions of their function, suggesting that public relations continues to have great difficulty in defining itself. While the study did not find a strong correlation between reputation and overall spending on corporate communication activities, as had a similar study the prior year, it did find some interesting correlations between reputation and specific categories of spending.

III. EFFICIENCY OF ADVERTISING AND PR MONITORING

Monitoring the efficiency of advertising and public relations is a specific problem of business costs efficiency control. This finding is based on that fact that efficiency of advertising and PR is based on a comparison between the desired effect and the actual effect.

This creates a close link between setting the goals and efficiency control, which compares the performance achieved by communication measures with given aims. In doing so, advertising goals are fundamentally communicative goals and cannot be formulated as the direct economic objectives. It follows that efficiency control of advertising and PR should be oriented primarily to measure the microeconomic effects.

IV. ROLE OF PUBLIC RELATIONS IN THE ACADEMIC AND ORGANIZATIONAL MILIEU

For various researchers, Public relations serves primarily as a communications function and, as such, plays a far narrower role than marketing in defining and achieving business goals. However, other authors have argued that public relations duty is different from marketing and should be treated differently. Both public relations and marketing are well-known areas in many organisations. They necessarily relate to a view of communication with public, audiences, or markets internal or external to organisations. “Public relations are the management function that identifies, establishes, and maintains mutually beneficial relationships between an organisation and the various publics on whom its success or its failure depends”. This would imply:

- The selection of target publics
- The design of appropriate messages or communications
- The choice of appropriate media vehicles to deliver the messages.

While marketing constitutes another management function whose definition, according to the American Marketing Association, is 'the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services, to create exchanges that satisfy individual and organisational objectives (Marketing News, 1985). Under this definition, marketing is charged with creating exchanges and satisfying needs (whether individual or organisational). Such exchanges are invariably founded on communicating with target audiences. Recently, there is a growing strong resistance by public relations academics as to marketing playing a significant role in public relations, and especially the recent move toward the latest conflation of terms, if not techniques, known as 'marketing public relations'. Such resistance has been potentially inflamed and fanned by the 'traditional marketing view' of what public relations is or should be (see Kitchen and Moss, 1995).



Table 1: Difference between Marketing and Public Relations

Marketing	Public relations
Marketing promotes the transfer of goods and services from the producer and provider to the consumer.	Public relations help an organisation and its publics adapt mutually to each other.
Marketing's immediate goal is sales.	Public relations' immediate goal is mutual understanding or positioning of the organisation with its publics.
Marketing's implicit goal is profit.	Public relations' implicit goal is positive perceptions and predispositions
Marketing's measure of success is the number of sales and/or the revenue it generates.	Public relations' measure of success is expressed a public opinion or other evidence of public support.

4.1 DETECTION OF NON-ECONOMIC EFFICIENCY OF ADVERTISING AND PR

The non-economic efficiency of advertising and PR is dealing with psychological categories, which appear in the target group in the form of a hierarchy effect after purchasing the product. Influence of PR and advertising on the target group should step by step led to know the producers and their products and in the final phase also to purchase these products.

The best known is model of activity is AIDA (Attention-Interest-Desire-Action). PR and advertising should achieve that the target group will be prompted for a decision, respectively action. As reflected in the phases of the psychological stage models, the non-economic affects of advertising and PR are measured on the basis of categories of action - the degree of knowledge, value of recollection, value of recognition and image.

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4.3 DETECTION OF ECONOMIC EFFICIENCY OF ADVERTISING AND PR

In quantifying the effect of advertising on the sales of the product acts the role the internal and an external insulation problems. Internal insulation problems stem from the fact that sales is a result of the combined influence of all marketing mix tools. Accurate determination of the sales, which was reached only by implementing advertising and PR is impossible. There exist also the external insulation problems, caused by changes in fashion, changes in demand, behavior of competition, etc. Accurate determination of the effect of advertising on sales is also impossible for the above mentioned reasons. The exposure time of advertising and PR cannot be clearly determined. The duration of advertising action is not identical with the time of deployment according to its plan of spreading. In practice, ad performs relatively long, while the durations of the various advertising media (advertisements, TV commercials, poster) vary when compared with each other. The situation is similar in the case of PR activity exposure time, which is a tool for long-term influence and on the exact measurement of its efficiency pertains deeper problems than in the advertising efficiency measurement.

V. CONCLUSION

While advertising has a very clear place in the promotion part of the marketing mix, the role of public relations can be more difficult to pin down. As such, advertising is often “in your face” and easy to identify, public relations plays a more subtle, but no less important, role in the marketing plan of organizations.

However, Measuring and monitoring the efficiency of advertising and PR is difficult and multidimensional role, which results cannot be exactly determined. Searching the methods for the most accurate answering on the given question is the actual role in the area of the theory of marketing tools efficiency quantification. This is the task which further development would be welcomed in the enterprises’ practice, because the advertising costs represent a significant item in the total cost of the product. Methods applied to measure the efficiency of PR and advertising provide the information for the corporate management for decisions making and also for evaluating this decisions.

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