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**A SOCIO COMMUNICATIONAL STUDY ON THE IMPORTANCE
OF
ADVERTISING MANAGEMENT IN THE MARKETING
COMMUNICATION**

Abstract

This study analyzes the importance of advertising management process among the relevant goods or services, producers and the consumer society. Sample survey has associated ,random samples including producers, consumers and advertising managers. Making a appropriate background for selling easily to consumers certain goods or services is the main objective of the advertising. But, it could not make suitable background without clear awareness of the society. Although, high cost is spent for adverting process, it could not be successful for such movements. Therefore, the society should be studied first. It is the elementary and essential aspect of the advertising management. After that, physiographics of the society such as social composition, life styles and social behavior could be identified. And also consumers' psychographics including their objectives, attitudes and beliefs can be identified by this way. Accordingly, It is a very scientific advertising process. The advertising management is such a very important and scientific business. It is also very important that the five steps which capture the attention of consumer through the advertising as follows. They are awareness, interest, evaluation, trial and adoption. A very successful process of marketing can be expected within above matters. This study reveals the importance of such the process of Advertising management in the marketing Communication.

Keywords:

Marketing Communication, Advertising Management, Consumers' Physiographic, Consumers' Psychographics