

Methodological aspects of advertising activity efficiency evaluation

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Abstract

© Medwell Journals, 2016. The study describes the methodological approaches to the essence of advertising effectiveness. Theoretical and methodological basis of advertising activity evolution is given and its specificity in various stages of operation is determined. It is substantiated that advertising as it changes in the social and historical conditions and the development of commodity production transformed from a special type of information in the field of advertising as a specific market segment with a developed infrastructure. Supplemented and refined classification of advertising as a system of education is based on different criteria. The features display advertising in a modification of the competition, consisting of individualization advertising and changing its forms; the interactive nature of advertising; the concentration of the individual segments of the advertising market. The factors and methodological approaches of the effectiveness of advertising are determined.

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Keywords

Factors of the advertising effectiveness, Non-price competition, Reproduction, Supply and demand, The advertising market, Utility of advertising