ABSTRACT
The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior is never simple, because customers’ behaviors are changeable. They may not be in touch with their deeper motivations, and they may respond to influences and change their minds at the last minute. All marketers can profit from understanding how and why consumers buy. If you do not understand your customer’s motivations, needs, and preferences you will fall into some major mistakes in advertisement.
This study explains the meaning of advertising describes the objectives of advertising and identifies various types of advertising; and suggests which types of advertising are suitable for consumer and marketers.

Key words: Advertising, Advertising Types, Consumer.

1.0 INTRODUCTION
The term "marketing mix" was coined in 1953 by Neil Borden in his American Marketing Association presidential address. However, this was actually a reformulation of an earlier idea by his associate, James Culliton, who in 1948 described the role of the marketing manager as a "mixer of ingredients", who sometimes follows recipes prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe from immediately available ingredients, and at other times invents new ingredients no one else has tried (http://en.wikipedia.org/wiki/Marketing_mix, 13.06.2011). Marketing mix is the set of controllable variables and their levels that the firm uses to influence the target market. The elements of marketing mix are the basic, tactical components of a marketing plan. Also known as the Four P's, the marketing mix elements are price, place, product, and promotion (BANERJEE Deep, Marketing Mix, http://www.marketingpundit.com/MktgLessons_files/Marketing_Mix.pdf, 13.06.2011). For many people, promotion is marketing and marketing is seen as being concerned primarily with advertising and personal selling, which are the main elements of the promotional mix (BAKER Michael at al, 1998). Marketing means running a first-rate business and letting people know about it. Every action your company takes sends a marketing message. (Michael Phillips & Salli Rasberry, Marketing Without Advertising, 5th Edition Consolidated Printers, Inc., 2005, USA, p. ½). Consumer behavior, like other human endeavors, is unmistakably goal-directed (Haugtved et al, 2008). Consumers are led to believe via advertising that products have magical properties; they will do special and mysterious things for them that will transform their lives (Solomon et al, 2006). Advertising appears effective in increasing the volume purchased by loyal buyers but less effective in winning new buyers. For loyal buyers, high levels of exposure per week may be unproductive because of a leveling off of ad effectiveness ... Advertising appears unlikely to have some cumulative effect that leads to loyalty ... Features, displays, and especially price have a stronger impact on response than does advertising (Kotler at al, 1999). Companies should maintain their advertisements in every situation. If companies cuts advertising during hard times they jeopardize their future sales and profits (Bly Robert W., 2003).
2.0 DEFINITION OF ADVERTISING
Advertising is the business of announcing that something is for sale or of trying to persuade customers to buy a product or service (Ivanovic A. & Collin P H, 2003). The American Marketing Association also defines advertising as ‘the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and / or persuade members of a particular target market or audience about their products, services, organizations, or ideas’ (http://www.marketingpower.com/_layout/s/Dictionary.aspx?dLetter=A, 13.06.2011).
Advertising can reach geographically dispersed buyers efficiently (Kotler, P. 2002). It is to develop all concepts and write copy for ongoing image advertising. Successful in increasing awareness, as reported by the sales team (Kursmark, Louise M., 2005).

3.0 TYPES OF ADVERTISING
Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising (http://en.wikipedia.org/wiki/Advertising, 12.06.2011). Advertisers are critical to the success of commercial media because they provide the primary revenue stream that keeps most of them viable. Broadcasters, trade magazine publishers, and newspaper publishers exhibit the highest levels of dependence on advertising income among media firms. Advertisers, however, do not provide these financial resources in order to make media possible; they do so in order to pursue their own interest and purposes (Gustafsson Karl Erik, Journal of Media Business Studies., “Advertising and the Development of Media: The Forgotten Connection,” 3(1):19-31 (2006), p. 20).

3.1 Digital Advertising
3.1.1 Television advertising / Music in advertising
With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Certain forms of advertising such as TV advertising typically require a large budget (Kotler, P, 2002).

3.1.2 Radio advertising
All of us are aware about a radio and must have heard advertisements for various products in it. It is rare for a company to shift all of its marketing allocation into promotions, however, because a radio advertisement, for example, may be needed to inform the consumer of the promotion (Donald William H., 2001 / 2002).

3.1.3 Online Advertising
Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. With traditional advertising, you pay for space on the printed newspaper or magazine page or you pay for time on radio or television airwaves. With online advertising, you pay for space on a web page ( Miller Michael, 2011). Consumers largely use email to contact
customer service on pre- and post-sale bases. Although these email addresses can be captured for the purpose of outbound email marketing with the customer’s consent (in other words, opt-in), the outbound service reply should include a reminder in the footer that promotes email registration for marketing messages and/or newsletters (Mullen Jeanniey & Daniels David, 2009). With online Advertising, the marketing aspect is made a lot easier when the Internet arena is thrown into the picture. In this sense, all the things referred to the ‘marketing’ facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using Internet as the medium (Internet Marketing Essentials For Newbies p. 6). It is a powerful communications medium that can act as a ‘corporate glue’ that integrates the different functional parts of the organization ( An introduction to Internet Marketing, http://www.eszes.net/eLibrary/intmktgch1.pdf, 13.06.2011. p.6.)

3.2 Physical Advertising

3.2.1 Press Advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. Newspapers are a good medium for targeting individuals at or near the purchase decision. Magazines, through their editorial features and pictures, forge relationships with their readers that often last over time. There are several types of magazines: consumer or business and vertical or horizontal. There are hundreds of consumer magazines targeting every demographic and psychographic segment (BENNETT, 2010).

3.2.2 Mobile Billboard Advertising

Mobile billboards are devices that expand on the concept of roadside billboards as a means of advertising various goods and services. Mobile billboard advertising involves the strategic use of moving vehicles to promote different products to a wider range of potential clients. Rather than relying on consumers to pass a stationary billboard posted along a highway, the mobile billboard ad is constantly moving over roadways and hopefully introducing the advertised products to consumers who may never have seen the ad otherwise (Tatum Malcolm, http://www.wisegeek.com/what-is-mobile-billboard-advertising.htm, 12.06.2011). Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies (http://en.wikipedia.org/wiki/Advertising, 13.06.2011).

3.2.3 In-Store Advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays (http://en.wikipedia.org/wiki/Advertising, 12.06.2011). It also gives you a way to connect with consumers as they are making a final commitment to buy. In-store advertising is your last chance to shape shoppers’ thinking, a culmination of all the media messaging they may have received about your product (Reaching
Consumers at Point of Sale, http://www.billboards.com/in-store-advertising, 13.06.2011). In-store advertising can be harder than it looks. Displays with funny names like end caps and power stands are often placed in the wrong aisle--or worse, sit in the storeroom gathering dust (Chafkin Max http://www.inc.com/magazine/20060201/priority-retail.html, 12.06.2011).

3.2.4 Coffee cup advertising
Coffee cup advertising is the next generation of advertising media and is one of the strongest mediums in which to deliver a message as thousands of people every day purchase it (http://www.coffeecupadvertising.com.au/, 13.06.2011). Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East(http://en.wikipedia.org/wiki/Advertising, 12.06.2011).

3.2.5 Outdoor (street) Advertising
This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces (http://en.wikipedia.org/wiki/Advertising, 12.06.2011). Outdoor advertising is as old as advertising itself, but new life is being breathed into the old medium. In fact, as digital, video and wireless technologies redefine the sector over the next few years, it will rank second only to Internet advertising in ad spending growth (Outdoor Advertising: A New Look, www.researchandmarkets.com/reports/575945/outdoor_advertising_a_new_look.pdf, 12.06.2011.).

4.0 CONCLUSION
Advertising includes all the activities involved in presenting any product or service or idea by any producer, trader or service provider to prospective customers. Advertising incurs some cost and it is borne by the producer, trader or service provider known as sponsor or advertiser. The inherent message about the product or service or idea is called the advertisement. In every advertisement the identity of the sponsor is disclosed. The basic purpose of advertising is to educate the customers regarding the utility of the product/service and thereby to induce them to buy it. Advertisement also serves the purpose of creating a demand for any new product as well as maintaining and improving the existing demand for any product. Ultimately every advertising helps in increasing sales.

REFERENCES


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