

THE HISTORY OF THE EMERGENCE AND DEVELOPMENT OF THE CONCEPT OF ADVERTISING IN THE INTERNATIONAL COMMUNITY

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Abstract. *Global affairs are shrinking into smaller and more easily manageable enterprises. More and more area of worldwide interactions are evolving and it is no longer easy to find a country that can boast of being able to stand on its own without the international community and issues of international interest and orientation.*

Keywords: *advertisement, method, country, community.*

INTRODUCTION

International advertising is one of such issues of international orientation that have gained prominence as a result of increasing interaction, co-operation and interdependence among countries of the world. International advertising is a direct off shoot of economic inter-dependence among countries of the world. This economic interaction has made it possible for people to consume goods, services and ideas produced, provided and/or generated and/or propagated by individuals and organization in other countries.

MATERIALS AND METHODS

Such is the extent to which people consume basic goods and services transported across national boundaries everyday all over the world. For the people to make buying decisions in favour of these foreign products across national boundaries there is the need to create awareness of the availability of these products, their unique features and prices in such a manner to stimulate the needs for them

and persuade the people to take action to acquire and consume them. This is advertising at the international level.

International advertising, which has multi-national advertising, global advertising and transnational advertising as synonyms, has been accepted to mean the formulation of communication vision, intent, strategy and the implementation of a communication plan, including media advertising, sales promotion, direct marketing communication and public relations activities that simultaneously support the sales of goods and services in more than one country in several parts of the world.

RESULTS AND DISCUSSION

International advertising is a serious business in our ever shrinking world. Global trade is gaining prominence just as global interaction is gaining popularity. At the international arena, certain countries concentrate on the production of certain types of goods and need other countries to buy up such goods so that they can generate money to buy other goods which they do not produce well from the producing countries. The world is becoming more and more inter-dependent and international advertising is one of the phenomena lubricating this inter-dependence.

No human endeavour exists without drawing from other human activities or phenomena. International advertising is encouraged and facilitated by a number of factors, developments and interests in our contemporary global society. The poor countries need the rich countries and vice versa just as sellers need buyers. Therefore, there is constant interaction between buyers and sellers at a global scale and the marketing communication that lubricates this interaction is largely international advertising. International advertising is encouraged chiefly by the tenets and functionality of the economic law of comparative cost advantage. International advertising is also sustained by the need for firms to expand into the international market, the continuous improvements in technology, the objectives and operations of the media of international mass communication and the dynamics of international market competition.

The economic law of comparative cost advantage has been identified as a

major stimulant of international advertising. The law and its tenets are traceable to an early 19th Century British Political Economist – David Ricardo – who advances the argument that the key to determining which country should produce which goods was opportunity cost. That is what a country gives up in order to produce a certain product. The country that has lower opportunity cost in producing a certain product is said to have a comparative advantage in producing that product.

The law of comparative cost advantage therefore stipulates that a country is better off when it concentrates its resources in the production of goods and services for which it has comparative cost advantage and foregoes the production of goods and services for which it lacks comparative cost advantage. The law is justified on the premise that each country can always use the money it earns from selling those goods and services it produces at a comparative cost advantage to procure those goods and services it foregoes the production or cannot produce efficiently to satisfy the needs of its people (Sullivan and Sheffrin, 2005: 443-444; Baker, 1979: 390).

The foregoing creates room for both specialization in production of goods and services among countries as well as need for international exchange of goods and services. With this, certain products are identified with certain countries in terms of concepts, qualities, quantities and price such as ‘Japanese technology’; ‘Italian shoes’; ‘German cars’ and ‘American shirts’ among others. However, these specializations in the production of goods and service are not limited to individual countries. More than one country can specialize in the production of a single line of product. A good example here is in the car industry. Today we have ‘American cars’; ‘Japanese car’; ‘German cars’ and lots more, each unique in its own way.

As a result of this availability of varieties of a single line of product from different countries, there is an international jostle for the favourable buying decisions of people who need these products both in countries where similar products are produced and in counties where such products are not produced at all. As is to be expected, one sure way to sway buying decisions in favour of any particular product is advertising at whatever level. It therefore follows that international advertising will be encouraged by the fact that different firms in more

than one country specialize in the production of a single line of product, where the countries enjoy comparative cost advantage resulting from economic variables, and where this line of product has to be sold to other countries. International advertising is heavily relied upon to create the awareness of the availability of these foreign brands of products, their unique features and other Unique Selling Proposition (USP) in target countries uniformly or with relevant local adaptations where necessary.

CONCLUSION

The world is becoming more and more inter-dependent and international advertising is one of the phenomena lubricating this inter-dependence while international advertising in itself is lubricated by the economic law of comparative cost advantage; the sustained quest by firms to expand into the international market; the continuous improvements in technology, the objectives and operations of the media of international mass communication and the dynamics of international market competition.

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