FUZZY THEORY TO STUDY THE RELATION BETWEEN PUBLICITY AND MARKETING

W.B.Vasantha Kandasamy and N.Uma Sankari

In this paper, we introduce fuzzy theory to study the relation between marketing and publicity. Thus once any product is ready for marketing, one has to choose a way to make know to the public about the product its use and its quality. Thus we need publicity that is, a media to do it. Here in this paper, we find a fuzzy relation between media and marketing using several experts' opinions; as without publicity, certainly a new product cannot be marketed. Further how long publicity is needed for a product to be continuously marketed, is to be studied. Do we need only periodical publicity or daily publicity etc., need to be analyzed.

To study these, we take into account the nature of the product, seasonal purchase, the economic and the social status of the people where the product is to be marketed and above all the location and the availability of the product on one side and other constraints as the economic condition of the concern, which markets the product, the nature of the product (food items, electrical accessories, garments etc.) the concerns man power and the craze for such products among people etc. from the side of the concern.
Since all these involve much of uncertainties, we have adopted fuzzy relational maps to study them and arrive at solutions based on the expert’s opinion.