

ADVERTISING EFFECTIVENESS

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ABSTRACT: A study on advertising effectiveness process at explains the advertising effectiveness. .To learn what is the process of advertising effectiveness that should be followed. The Sample Size taken is 100.The Sample Universe is 250. Percentage analysis method &Correlation onewayanova.60% of employees are highly satisfied with strictness of the management policy, 40% of the employees are satisfied with strictness of the management policy. "It is the biggest challenge for Advertisement effectiveness to hunt for talent".

INTRODUCTION

Testing for the effectiveness of advertisement will lead advertisement testing must be done either before or after the advertisement has done in the media. It is of two types, protesting which are done before the advertisement has balanced and one is referred to as cost testing which is done before the advertisement has been launched and one is referred to as cost testing which is done after launching the advertising campaign.

The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative strength of alternative strength of alternative advertising strategies and to increase their efficiency. In measurement of advertisement effectiveness feedback is always useful even if it costs some extra expenditure to the advertiser .the objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the products widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal as personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stage that is not paid for by the sponsor.

On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional open sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non personal communication about an organization and or its products idea service etc. That is transmitted to a target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously.

Advertising

The word 'advertising' has its origin from a Latin word 'adventure' which means to turn to. The dictionary meaning of the word is 'to announce publicity or to give public concerned to a specific thing which has been announced by the advertiser publicity in order to inform and influence them with read them or pass them on to other some magazine have prestige value. The marketer can cover national or large regional markets allow cost per contract (per individual reached). Magazines generally offer high-quality print of advertisement. Simply stated advertising is the art "says green." advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebration attracts device.

The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy". Advertising has been defined by different experts.

Advertisement carries

The advertising, as joines defines it is "a sort of machine made mas production method of selling which supplements the voice and personality of the salesman, such as manufacturing the machine buying/sponsor/identified media space or time in order to promote a product or an idea. From a careful scrutiny of the above definition, the following points emerge.

Advertising is a designed personal. Unlike personal selling, advertising through intermediaries or media whatever the form of advertisement (spoken, written or visual). It is directed at a mass audience and not directed at the individual as in personal selling. Advertising promotes idea, goods and services. Although most advertising is designed to help sell goods, it is being used increasingly to further public interest goals. Advertising is identifiable with its sponsoring authority and advertiser. It discloses or identifies the source of opinions and ideas.

1. Impersonal
2. A communication of ideas.
3. Aimed at mass audience
4. Buy a paying sponsor.

The two forms of mass communication that are something confused with advertising or publicity and propaganda. If we eliminate the elements of the "paying sponsor (the paid requirement) we would have the element of publicity left for publicity is technically speaking, advertisement without payment. In a similar manner. If we eliminate the requirement of an "identified

sponsor", the resulting communication is propagandistic. It is important for us to emphasize that advertising may involve the communication of ideas or goods of service. We are all aware that advertising attempts to sell goods and services. But we may overlook the more important fact that it often sells ideas.

Stage in advertising campaign

Several steps are required to develop an advertising campaign the number of stages and exact order in which they are carried out may vary according to organizations resources, the nature of its product and the types of audiences to be reached. The major stages/step are:

1. Identifying and analyzing the advertising.
2. Defining advertising objects.
3. Creating the advertising platform.
4. Determining the advertising appropriation.
5. Selection media plan.
6. Creating the advertising message.
7. Evaluating the effectiveness of advertising.
8. Organizing of advertising campaign.

1. Identifying & analyzing the advertising target

Under this step it is decided as to whom is the firm trying to reach with the message. The advertising target is the group of people towards which advertisements are aimed at for this purpose complete information about the market target i.e. The location and geographical location of the people, the distribution of age, income, sex, educational level, and consumers attitudes regarding purchase and use both of the advertising product and competing products is needed with better knowledge of market target, effective advertising campaign can be developed on the other hand, if the advertising target is not properly identified and analyzed the campaign is likely to be effective.

2. determining the advertising objectives

The objectives of advertisement must be specifically and clearly defined in measurable terms such as "to communicate specific qualities about a particular product to gain a certain degree of penetration in a definite audience of a given size during a given period of time", increase sales by a certain percentage or increase the firm's market shares. The goals of advertising may be to

1. A favorable company image by acquainting the public with the services offered available to the employees and its achievements.
2. Create consumer or distributor awareness by encouraging requests providing information about the types of products sold; providing information about the benefits to be gained from use of the company's products or services; and indicating how product (or services) can be used;
3. Encourage immediate sales by encouraging potential purchasers through special sales contests, getting recommendation of professional people about company's products etc.
4. It secures action by the reader through associating ideas, repetition of the same name in different contexts, immediate action appeal.

3. Creating the advertising platform

An advertising platform consists of the basic issues or selling points that an advertiser wishes to include in the advertising campaign. A single advertisement in an advertising campaign may contain one or more issues in the platform. A motorcycle producers advertising platform should contain issues which are of importance to consumers filling and such issues also be those which the competitive product do not possess.

4. Determining the advertising appropriation

The advertising appropriation is the total amount of money which marketer allocates. For advertising for a specific time period. Determining the campaign budget involves estimating how much it will cost to achieve the campaign's objectives. If the campaign objectives are profit relating and stated quantitatively, then the amount of the campaign budget is determined by estimating the proposed campaign's effectiveness in attaining them. If campaign's object is to build a particular type of company image, then there is little basis for predicting either the campaign's effectiveness or determining the budget required.

5. Selecting the media

Media selection is an important since it costs time space and money various factors influence this selection, the most fundamental being the nature of the target market segment, the type of the product and the cost involved. The distinctive characteristics of various media are also important. Therefore management should focus its attention on media compatibility with advertising objectives.

THEORETICAL OVERVIEW

	Media	Form
1.	Press advertising or print	
i)	Newspapers	City, small town, Sundays, daily, weekly, fortnightly, quarterlies, financial and annuals, english, vernacular or regional languages.
ii)	Magazines	General or special, illustrated or otherwise, english, hindi, regional language.
iii)	Trade & technical journals, industrial year books, commercial, directories, telephone, directories, references books & annuals.	Circulated all over the country and among the industrialist and business magnates.
2.	Direct mail	Circulars, catalogues, leaflets, brochures, booklets, folders, colanders, blotters, diaries & other printed material.
3.	Outdoor or traffic	Poster and bills on walls, railways stations platforms outside public buildings trains, buses.
4.	Broadcast or radio and t.v.	Spot, sectional or national trade cost
5.	Publicity	Movie slides and films non theatrical and documentary films metal plates and signs attaches to trees.
6.	House to house	Sampling , couponing, free gifts, novelties, demonst-rations.

Advertising effectiveness According the purpose of this chapter is to critically review the existing literature on the selected topic to determine what is known about advertising effectiveness, creativity in advertising and their interrelationship. After the literature review, the discussion then moves to identify the factors that may affect the relationship between creative advertising and different measures of advertising effectiveness. Overall, discussion in this chapter provides a base for the conceptual model of this study.

The Role of Advertising in Organizational Performance The term “advertising” is defined as “a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience” Among the other functions of advertising highlighted in this definition, the most important is the persuasion factor which is the consequence of the rest of the functions.

LITERATURE REVIVEW

Chamberlin(1948) The sales effect refers to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. For the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory .

Moingeon (1993)Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior. The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups.

3. RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the problem by applying various research techniques along with the logic behind the problem.

3.1 Research design

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. The research design adopted for this study is Descriptive Research Design. Descriptive research includes survey and fact-finding enquiries of different kinds. The major purpose of descriptive research is descriptive of the state of affairs, as it exists as present.

The main characteristic of this method is that researcher has to control over the variables, he can only report what has happened or what is happening.

Tools for analysis

The collected data was analyzed by using the tools given below:

1. Percentage Analysis.
2. Correlation

DATA ANALYSIS AND INTERPRETATION

Age of the classification

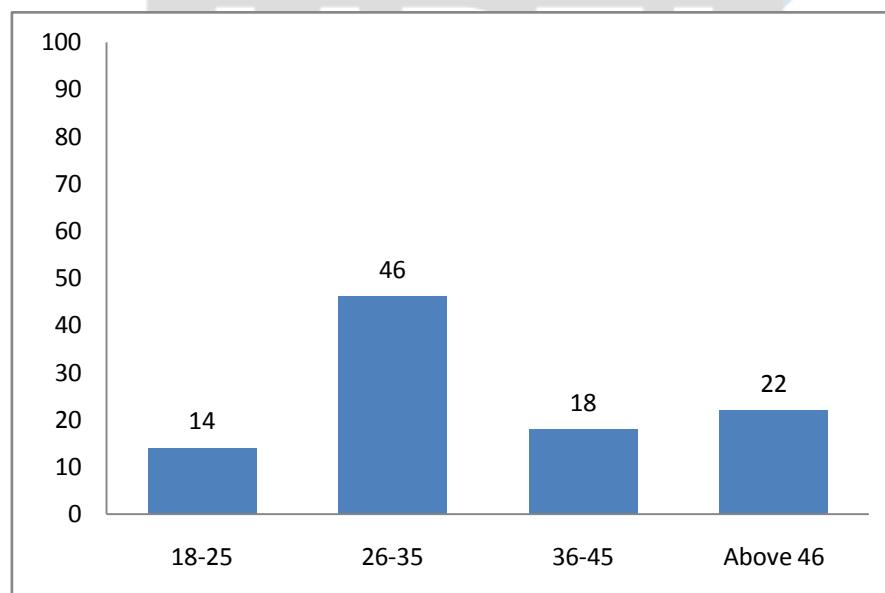
Age	No of respondents	Percentage of respondents
18-25	14	14
26-35	46	46
36-45	18	18
Above 46	22	22
Total	100	100

Source: primary data (Questionnaire)

Inference:

14% of respondents were the age between 18 – 25 years, 46 % of respondents are under age 26-35 years, 18% of respondents are under age 36 - 45 years, 22% of respondents are under age above 46 years.

Age of the classification



Qualification

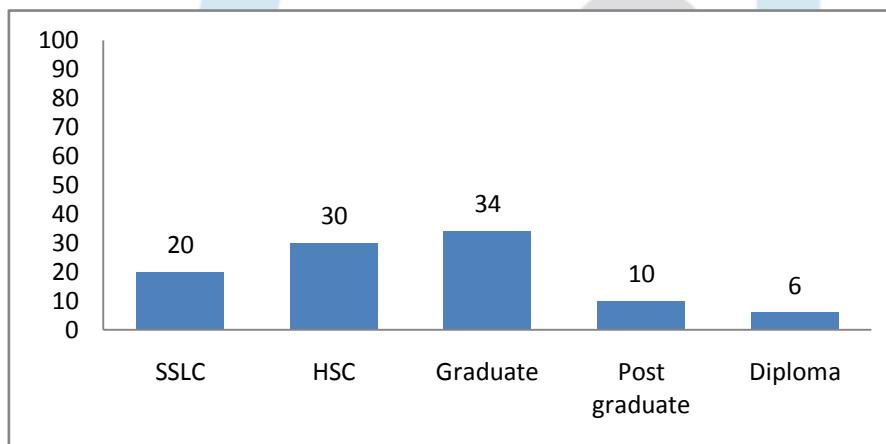
Particulars	No of respondents	Percentage of respondents
SSLC	20	20
HSC	30	30
Graduate	34	34
Post graduate	10	10
Diploma	8	8
Total	100	100

Source: Primary data (Questionnaire)

Inference:

It is inferred from the above table that 20% of the respondents are up to higher secondary, 30 % of the respondents are HSC and 34% of the respondents are graduate, 10% of respondents are post graduate ,8% of respondents are diploma.

(Qualification)



Gender of the respondents

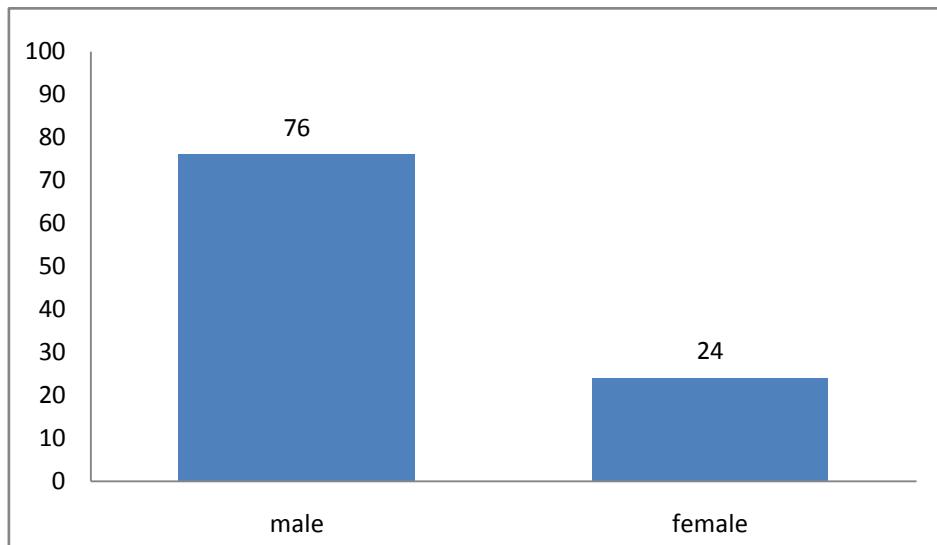
Particulars	No of respondents	Percentage of respondents
Male	76	76
Female	24	24
Total	100	100

Source: primary data (Questionnaire no)

Inference

76% of the customers are male and 24% of the customers are female nearly three fourth of the respondents are male.

Gender of the respondents which media



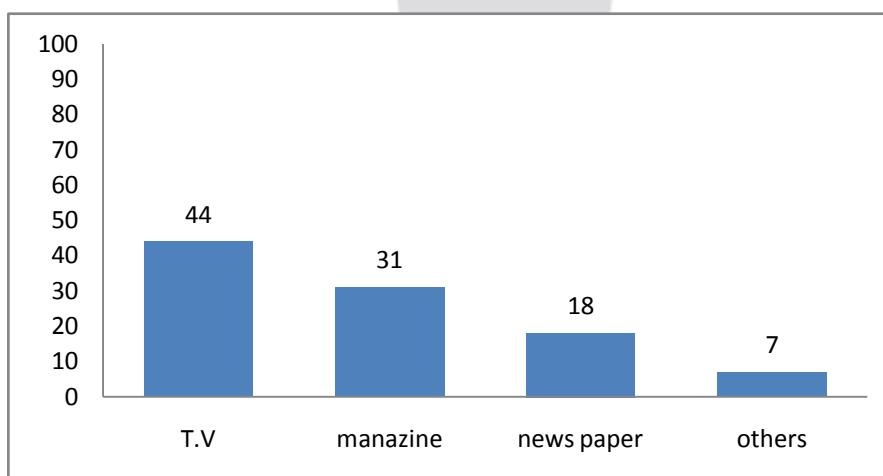
Particulars	No of respondents	Percentage of respondents
T.V	44	44
News paper	18	18
Magazine	31	31
Others	7	7
Total	100	100

Source: primary data(Questionnaire no 4)

Inference:

It is inferred from the above table that media refer 44% of the respondents are T.V, 18% of the respondents are Newspaper, 31% of the respondents are Magazine, 7% of the respondents are Others.

WhichMedia



Media Presenting

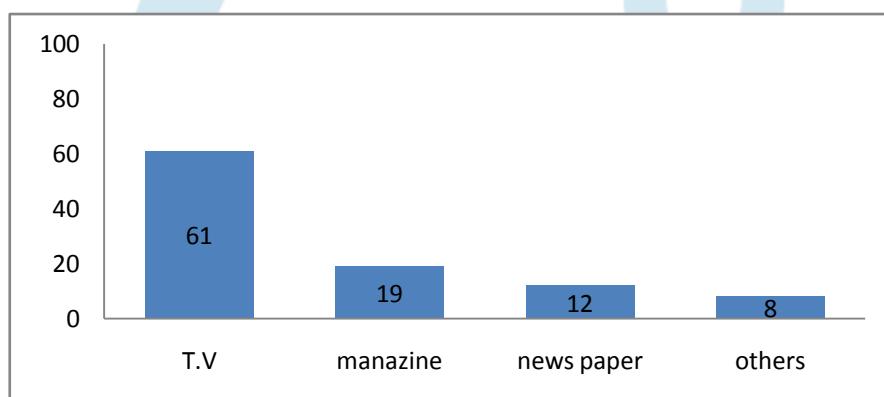
Particulars	No of respondents	Percentage of respondents
T.V	61	61
Newspaper	12	12
Magazine	19	19
Social networks	8	8
Total	100	100

Source: primary data (Questionnaire)

Inference:

61% of respondents media presenting the advertisement in necessary car sale t.v,19% of customer respondents media presenting the advertisement in necessary car sale magazine , 12% of respondents media presenting the advertisement in necessary car sale newspaper,8% of customer respondents media presenting the advertisement in necessary car sale others.

Media Presenting



CORRELATION ANALYSIS

To determine the relationship between qualification and taxi prefer of the employees.

Correlations

descriptive Statistics

	Mean	Std. Deviation	N
Qualification	2.5100	1.08707	100
taxi prefer	1.3000	.46057	100

Correlations

		qualification	taxi prefer
Qualification	Pearson Correlation	1	.095
	Sig. (2-tailed)		.348
	N	100	100
taxi prefer	Pearson Correlation	.095	1
	Sig. (2-tailed)	.348	
	N	100	100

Correlation is significant at the 0.01 level (2- tailed)

Source : Primary Data (Question No.3 & 8)

Interpretation

From the above table it has been interpreted that qualification and taxi preferofemployees are not correlated .therefore Null hypothesis is accept

SUGGESTIONS

Advertisement should not be too expensive, because the advertisement leads and increase the prize of the product.

1. Media should be selected according to the choice of customers.
2. In rural areas media should be according to the choice of the people.
3. To give more attention in making the advertisement to make it effective for the sale of Taxi Taxi.
4. Price should be decreased so as to attract the consumers to use product more.
5. The customer's attention should be there on the weak advertisement of a product.
6. It should be attractive one so that people are attracted toward the advertisement.

CONCLUSION

In last you conclude that majority of the respondents said that TV is the most effective media for advertisement of Taxi Taxi and the celebrities and the slogans in the advertisement effect the consumers. The Taxi Taxi has a huge market and has left no stone unturned to satisfy the customers. It has models in every segment of the automobile market. Taxi Taxi stands for value as much as it stands for performance. In spite of rising input costs, the company tries best to keep prices down. Their running costs and resale values are unbeatable too. Competitive strategy of this company facilitated healthy profit and customer satisfaction and its recognition as a company which stands for environmental concerns.

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