



Advertising Strategy and Its Effectiveness on a Company

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Abstract - Advertising strategy is one of the most important and costly elements of a marketing plan. An effective advertising strategy is one that successfully encourages your target audience to take specific actions to help you achieve your goals. By taking steps to evaluate and create effective targeted ads, you can increase monetization while keeping costs within budget. Companies use advertising to influence consumer behaviour to achieve a specific goal, such as increasing brand awareness, improving website traffic, or increasing sales row. While some advertising methods may be inexpensive or free, professional advertising campaigns often require significant investment. Therefore, an effective advertising campaign is necessary for the development of the business, both increasing revenue and minimizing costs to maximize profits. "This research paper is about 'advertising strategy and its effect on a business'.

Keywords: Advertisements, strategy, India, commercial, company.

I. INTRODUCTION

Advertising is a type of advertising that uses online stages to pre-promote items. It helps customer-focused organizations around the world. In common parlance, the items or services offered are particularly convenient and this is also a benefit to the customer. . He acts as a sales promotion coach and he promotes business products and services by advising and persuading people to buy them. A good announcement campaign helps win new customers in both the public sector and the corporate world. Present new products and help present new items when noticed. A business can become familiar with its product to the public through promotion. Another business cannot influence future customers without the help of advertising. Avis allows for quick exposure while walking. Building a good public image will develop the sponsor's reputation. Promotion allows a business enterprise to

communicate its achievements with the ultimate goal of satisfying customer needs.

Today, Indian advertising has a great movement reaching out to one of the most diverse people in the world. English is the first basic language all over India but it is a dark language in many parts of the population. Television, radio and newspapers are based in more than two dozen languages, limiting the useful reach of various media to certain geographical areas or sections of society. While following the Indian elite, by making English known. When he talks even more to the lion majority, he uses one of the different close-knit jargon. In North India, Hindi is often used in promotions, but it is not as prominent in South India, where it is occasionally used. Some advancements combine English and Hindi in a mixture known locally as Hinglish. Reasonable online reality online. The purpose of the discovery was to admire the systems used in advertisements in India.

II. REVIEW OF LITERATURE

1. Philip Kotler(1971)marketing concepts and techniques are effectively applied to the promotion of social objectives such as brotherhood, safe driving, and family planning.The applicability of marketing concepts to such social problems is examined in this article. The authors show how social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change.

2. Gerald J. Gorn(1982)features like humor, sex, color, and music in a commercial merely increase our attention to product information in a message, or can they directly influence our attitudes? The results of an experiment using a classical conditioning approach suggest that hearing liked or disliked music while being exposed to a product can directly affect product preferences.



3. Demetrios Vakratsas(1999)The authors review more than 250 journal articles and books to establish what is and should be known about how advertising affects the consumer-how it works. They first deduce a taxonomy of models, discuss the theoretical principles of each class of models, and summarise their empirical findings.

4. Scott B. MacKenzie(1986)Attitude toward the ad (Aad) has been postulated to be a causal mediating variable in the process through which advertising influences brand attitudes and purchase intentions. Previous conceptual and empirical research on this topic has suggested four alternative models of the relationships between brand-related cognitive, affective, and cognitive responses and ad-related cognitive and affective responses.

5. Dana L. Alden(1999)In this study, the authors examine the emergence of brand positioning strategies in advertising that parallel the growth of the global marketplace. A new construct, global consumer culture positioning (GCCP), is proposed, operationalized, and tested. This construct associates the brand with a widely understood and recognized set of symbols believed to constitute emerging global consumer culture.

6. N. Venkatraman(1986)A two-dimensional classificatory scheme highlighting ten different approaches to the measurement of business performance in strategy research is developed. The first dimension concerns the use of financial versus broader operational criteria, while the second focuses on two alternate data sources (primary versus secondary).

7. Scott B. MacKenzie(1989)Recent research has identified attitude toward the ad (AAd) as an important construct mediating the effects of advertising on brand attitude and purchase intention. To date, however, little attention has been directed toward explaining the origins of AAd.

8. Dhruv Grewal(1998)The authors expand and integrate prior price-perceived value models within the context of price comparison advertising. More specifically, the conceptual model explicates the effects of advertised selling and reference prices on buyers' internal reference prices, perceptions of quality, acquisition value, transaction value, and purchase and search intentions. Two experimental studies test the conceptual model.

9. Hershey H. Friedman(1976)Four groups of students were presented with identical advertisements for sangria wine, attributed to one of four different types of endorsers: a celebrity, student, professional expert, and company president. A fifth group serving as a control was presented with the same advertisement, but it was not attributed to an endorser

III. OBJECTIVES OF THE STUDY

- To analyse the awareness of advertisements .
- To know the effect of advertisements .
- To understand about the concept of advertising in India.
- To find out the strategies used in the ads.

IV. RESEARCH METHODOLOGY

The present paper was analyzed through the descriptive method of research. The present analysis was made through a convenient sampling method where the survey was taken from common public, professionals, etc. The sample size in the present analysis is 200 samples, the independent variable in the analysis is gender and the dependent variable is reliable on the statement that whether the strategy used in Indian advertising is good. The research tools used in the present paper such as graph and scaling .

Research is a procedure of logical and systematic application of the fundamentals of science to the general and overall questions of a study and scientific technique which provide precise tools, specific procedure and technical rather than philosophical means for getting and ordering the data prior to their logical analysis and manipulation. Different type of research designs is available depending upon the nature of research project, availability of able manpower and circumstances.

4.3.1 Research Design: The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

4.3.2 Data Collection Methods: The source of data includes primary and secondary data sources.

Primary data: Primary data has been collected directly from sample respondents through questionnaire and with the help of interview.

Secondary data: I collected the secondary data from Standard textbooks, Newspapers, Magazines and Internet sources.



4.3.3 Research Instrument: Research instrument used for the primary data collection is Questionnaire.

4.3.4 Sample Design: Probability Sampling.

Sampling Technique: Convenience

Sample Size: 132 Respondents.

Area of Study: Coimbatore.

Type Of Research: Descriptive Research

Statistical Tool Applied: Percentage Analysis,

Correlation test, Chi-square test and Anova.

V. FINDINGS

- Advertisements with moving image are more effective than advertisement with still image.
- Information provided in the advertisement has more influence on consumer's perception about the product.
- Language used in the advertisement also plays important role in increasing effectiveness of an advertisement.
- Intensity of advertisement affects the perception of consumers towards the product and leads them for its purchase.
- Social issues included in advertisement affects the perception of high age group people.
- National advertisement has more influence on consumer's perception about the product instead of local advertisement.
- Advertisement increases the sales of any product.

VI. SUGGESTIONS

Advertising and product have an excellent bond of relationship which reflects in its brand. Advertisement is for the promotion of products but advertisement itself needs an appropriate medium by which it can be spread around the target people and stimulate their desire. Therefore, companies should take care of the advertisement strategy to launch their products. It is vital to understand that products which are going to be launched or advertised should fulfil consumer's need and requirements according to their attitude and way of living. Companies can only be successful in building their brand through a product that satisfies the customers' needs. In short

this is the process of branding and evolving better brand image of Spectrum products.

- Advertisement should be made with keeping the determinants of effectiveness in mind.
- Advertisement should be according to the product and its suitability with different age groups.
- To make advertisement more effective all the determinants of effectiveness should be taken care of.
- Investment in advertisement should be made with great care of media of advertisement and type of advertisement.
- Advertisers should develop new and more effective ways of advertisement.

VII. CONCLUSIONS

Employees are asset for the company. A strong team needs individuals who are dedicated to giving their best work. Highly self-motivated, committed, ambitious employees give the most to their company and get the most from their work. But, if there is lacking of employee motivation in the workplace the effects can be dramatic. Low team moral, lack of initiative, lack of energy, mistakes and high staff turnover are just some of the causes that motivation is an issue. People are the key source in any organization. Perhaps there should be also a great chance for promotion and interesting work. This might motivate employees to perform very well.

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