

# A Study on Advertisement Effectiveness Towards Samsung Mobile Phones With Special Reference To Thanjavur

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## I. INTRODUCTION

### ADVERTISEMENT

An advertisement is an announcement online, or in a newspaper, on television, or on a poster about something such as a product, event, or job.

### ADVERTISING

Advertising has become increasingly important to business enterprises both large and small to achieve society oriented objectives. Advertising performs an informative and educative task that makes it extremely indispensable in the functioning of the modern Indian society. The host of new products marketed, the expenses and the risks involved in launching them have placed a heavy responsibility on the advertising industry. Advertising helps to increase mass marketing by aiding the consumer to choose from amongst the variety of products offered for his selection.

Advertising is the business of the people for the people and by the people. It is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, the social institution in art form, an instrument of business management, a field of employment and a profession. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver.

A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

### Definition of 'Advertising'

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

### Purpose of Advertising

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual.<sup>[1]:661,672</sup> Advertising is communicated through various mass media,<sup>[2]</sup> including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

### MEDIA OF ADVERTISING

#### Newspapers

Almost half of a newspaper is made up of ads. Local papers have ads of local companies, but nationwide newspapers also advertise products that are sold all over the country. Most papers are published daily so

new ads, like products on sale or movie openings can be placed every day. Newspapers sell advertising space in all sections of their paper. In most cases ads of products will be put in the section they are related to.

### Magazines

Magazines mostly appear all over the country and are used by national advertisers. In contrast to newspapers they are read when people have more time. They are kept for a few weeks or even months. Better printing quality and colour ads are among the advantages of magazines. Many special magazines are made for groups of people. The ads that appear there are especially for these groups. A computer magazine, for instance, may have many ads related to computers, printers or scanners.

### Direct Mail

Direct mail consists of **leaflets, brochures**, catalogs or letters, that are **mailed** directly to people. **Mail-order companies profit** from this kind of advertising. Some mailing lists send information to all the people others only have special lists **according** to the jobs that people have or their age or **income**. Direct mail costs a lot of money, but advertising companies can be **sure** that they will **reach** the people.

### Radio

**Local** advertisers **place** about 70 per cent of advertising on the radio. An **advantage** of radio is that people listen to programs while doing other things. In some cases radios are on the whole day. **Commercials** last about 30 seconds. Radio stations are more specialized in what they **broadcast**. One radio station **offers** pop music and has a younger listening **audience**; the other may **broadcast** classical music with older listeners. The **ads** can be chosen **according** to the group of people who listen.

### Outdoor signs

Large colourful **outdoor signs** can easily catch the **attention of by-passers**. But these **ads** must be short and simple because viewers see them only for a few seconds.

The **main signs** are posters, **billboards** and electronic **displays**. Billboards are owned by **local** companies that **rent** them to **advertisers**. Sometimes ads are painted on buildings. Electronic billboards have large **displays** where ads change very quickly. They are the most expensive kind of **outdoor signs**.

### Television

Television **combines** sound and moving **images**. It is one of the most expensive forms of advertising, but on the other hand it **reaches** a very **wide audience**. Advertisers buy time from TV stations to **broadcast** their **commercials**. This time is cheaper at times when fewer people watch TV, as in the early morning hours and gets very expensive during **prime time** evening shows. Sometimes advertisers pay a lot of money to get their ads on TV during special programmes, like the Olympic Games or the Super Bowl.

### Internet

Internet advertising is becoming more and more important. **Especially** young people spend less time watching TV and more time on the Internet. The Internet has the **advantage** of being **available** to people around the world at all times.

## II. REVIEW OF LITERATURE

'Advertising Effectiveness' as defined by **Ducoffe [2014]** is 'a subjective evaluation of the relative worth or utility of advertising to consumers'. Ducoffe, in his study, suggested media mix has an important role to play in advertising effectiveness. In his research, the respondents were asked to rank different media in terms of their role in advertising. Consumers ranked television the top labelling it the most valuable source, followed by print media, direct mail and radio; web was placed at bottom.

**Jagdish N. Sethi (2015)** in the article "Measurement of Advertising Effectiveness: Some Theoretical Considerations" examines three different aspects of effectiveness of advertising communication. The paper discusses the distortion of advertising communication in consumer mind that explains further explains how advertising communication generate a stimulus in consumer mind and how it influences the consumer choice process. It also discusses the linkage between the four mechanisms of advertising effectiveness. It varies stimulus as coded with respect to three dimensions in consumer mind which includes magnitude of cognitive distortion, descriptive beliefs and evaluative beliefs of product attributes in an advertising campaign. It also specifies that there exists individual differences with respect to these dimensions in case of different consumers and there also exists situation differences which changes the understanding of an advertising campaign accordingly. It defines cognitive distortion of advertisement as a factor of advertising related, consumer related and situation related factors, ( $Y = f(A, C, S)$ ). The primary variables discussed here are color, size, product benefits, rational and motivational appeals, channel reach and image whereas

credibility and expertise as source variables. The primary variables results in producing magnitude and meaning distortions and source variables result in producing evaluative distortions.

**(Fabi 2015)** The paper states two distinct mechanisms of measuring impact of advertising relating directly with consumer consumption patterns. That includes the reminder mechanism which triggers cues for a habitual behavior learned from a prior repetitive experiences and exposure of information. The second is precipitation mechanism by which advertising creates buy-no buy choice process or hastens up the choice process with help of novelty, curiosity and adventure. The four major variables highlighted in this paper related to the study are precipitation, persuasion, reinforcement, reminder (further classified) which links up in creating an effective advertising campaign and then measuring its effectiveness.

Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior **(Moingeon, 2015)**. 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.

There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values **(Friedman, 2015)**.

The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre established intention, without reference to the consumer and the influence on the consumer behavior. This approach is useful especially in the context of advertising creation.

Authors assess the effectiveness of advertising in reference either to the language of the message **(Barthes, 2012; Durand, 2015)** or the graphic image of the message

**(Eco, 2010; Mick, 2009; Scott, 2015)**. However, they analyze the quality of message from the viewpoint of its construction, its presentation and the place of the communication process. The impact of the message on the recipient is a minor problem in the process of the message evaluation. This is an important limitation to the semiotic approach in terms of marketing.

Communication in general and advertising in particular, were treated by psychologists starting from the motivations of recipients, which occupy a central position in the analysis. This is because of their influence on the perception of the recipient **(Mittelstaedt, 2015)**. They believe that the motivations drive consumer behavior. So the purpose for the advertising creator, is to identify the reasons of consumer behavior, in order to identify the most effective advertisement message or to remove the communication barriers. With the psychological approach, other types of research and investigation have emerged, thanks to the contribution of neuroscience. The evidence (obtained through scientific experimentation) has become a necessary support to verify the assumptions.

The socio-psychological approach takes simultaneously into account the message and the recipient of the message. This approach aims to study the effectiveness of advertising in terms of persuasiveness **(Ray, 2016)**, observing the effects on the formation process of attention, memory, attitude and behavior **(Kapferer, 2016)**. This research methodology considers the environment of the communication process and its actual interactions. The experimentation is widely used. It also allows to consider all hypotheses tested together, and all the links that may exist between variables, through a pre-test, getting an advantage in terms of validity of the research. Rather than focusing solely and exclusively on direct effects of certain variables taken individually, that is difficult to control in reality, this approach studies the actual contribution of these variables in explaining the evolution of the dependent variable, sales.

The major criticisms to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics (marketing and communication). For these reasons, sometimes, the three-dimensional models (i.e. AIDA model and model Dagmar) are preferred. These models are used both in planning advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication effects, cognitive affective and behavioral **(Brasini et al. 2016)**.

### III. RESEARCH DESIGN

“A 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 with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

### 3.1 RESEARCH METHODOLOGY:

It is a systematic and scientific process of conducting research. It gives the researcher a framework within which the research has to be carried out.

### 3.2 Objective of the study:

1. To study the demographic profile of the respondents and their exposure to different media.
2. To examine the respondents general attitude towards advertising.
3. To examine the effect of advertisement on awareness and purchase of consumer durable Products.
4. To assess the effect of consumer durables advertising in different media.
5. To identify the most effective medium of advertising of consumer durables.
6. To assess the effect of advertising on brand preference of consumer durables.
7. To study the important factors affecting the customers while purchasing consumer durables.

### 3.3 RESEARCH DESIGN:

A Research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

- Type of Research
- Title of research
- Area of research
- Period of research
- Sampling techniques
- Data collection methods
- Tools used for analysis
- Problem Statement
- Limitations on the study

### 3.4.Type of research:

The research is descriptive in nature. It includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

### 3.5 Title of the research:

A Study on advertisement effectiveness towards Samsung mobile phones with special reference to thanjavur district

### 3.6 Area of research:

The study is conducted in thanjavur district

### 3.7 Period of research:

The study is conducted from Dec 2018 to Apr 2019. The total Duration of the study is 5 months .

### 3.8 Sampling techniques:

The sample size for the study was selected on the basis of simple random sampling method. 100 customers of Samsung mobile

### 3.9 Data collection methods:

The Data required for the study are collected from both primary & secondary sources. Primary data's are collected through structured questionnaire and secondary data's are collected from websites, textbooks, journals, articles etc..

### 3.10 Questionnaire Design:

Questionnaire used for data collection is designed based on the fulfillment of the objectives of the study. The Questionnaire contains demographic and socioeconomic profile of the respondents, various attributes & factors related to Work Life balance was used in the Questionnaire, some close ended& dichotomous questions were used

### 3.11 Tools used for analysis:

The following statistical tools are used for data analysis

- a)Percentage
- b)Chi-Square Analysis
- c)ANOVA

d)Correlation

**3.12 Statement of the Problem:**

Advertising has become a common practice in order to influence the buying decision of consumers in a highly competitive environment. The final aim of every advertising strategy is to instigate the actual behavior of the targeted audience, whether purchase intention or actual consumption. If an advertising strategy fails to achieve the same, the million dollars spent are not worth it.

This study helped to know the effectiveness of advertising on consumers, the attitude of consumers towards advertising and the relationships between the demographic character of consumers and advertising strategies. In the process of the conversion of this actual problem faced by the consumer durables market into a research problem, the topic of the study was identified as effect of advertising on consumer behavior.

**CHI SQUARE TEST**

**RELATIONSHIP BETWEEN AGE AND HOW DO YOU FEEL THE ADVERTISEMENT**

AGE	HOW DO YOU FEEL THE ADVERTISEMENT					Total
	Informativ e	Entert ainment	Bo red	Not attr active	distu rbin g	
Below 20	08	10	00	02	00	20
21-30	20	40	00	00	00	60
31-40	0	08	00	00	00	08
Ab ove 40	2	10	00	00	00	12
Total	30	68	00	02	00	100

**Null hypothesis:** There is no significant relationship between AGE Wise classification and how do you feel the advertisement

**CHI SQUARE ANALYSIS TABLE**

GRO UP	OBSERVE D FREQUEN CY	EXPECTE D FREQUEN CY	O- E	(O- E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Aa	8	6	2	4	0.666
Ab	10	13.6	- 3.6	12.96	0.952940
Ac	0	0	0	0	0
Ad	2	0.4	1.6	2.56	6.4
Ae	0	0	0	0	0
Ba	0	18	- 2	4	0.2222
Bb	0	40.8	- 0.8	0.64	0.015688
Bc	0	0	0	0	0
Bd	0	1.2	- 1.2	1.44	2
Be	0	0	0	0	0
Ca	0	2.4	- 2.4	5.76	2.4
Cb	8	5.44	2.56	6.5536	1.2047
Cc	0	0	0	0	0
Cd	0	0.16	- 0.16	0.0256	0.15625
Ca	0	0	0	0	0
Da	2	3.6	- 1.6	2.56	0.7111
Db	10	8.16	1.84	3.3856	0.414828
Dc	0	0	0	0	0
Dd	0	0.24	- 0.24	0.0576	0.2375
De	0	0	0	0	0
				$\chi^2$	15.3812043

Calculated value  $\chi^2 = 15.3812043$

Degree of freedom = (r-1) (C-1) = (4-1) (5-1) = 12

The table value of  $\chi^2$  for 12 degree of freedom at 5 per cent level of significance is 21.026

**Conclusion:** Calculated value of chi square is less than the table value, so the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between age Wise classifications and how do you feel the advertisement

**ANOVA**

Attractiveness of advertisement	of	Interesting advertisement	in the
Very good	32	Yes	74
Good	62	NO	26
Neutral	6		
Bad	0		
Very bad	0		
total	100	Total	100

**Hypothesis**

**Null hypothesis:** there is no significant relationship between attractiveness of advertisement and interesting in the advertisement

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Column 1	100	173	1.747474	0.313131
Column 2	100	173	1.262626	0.19653

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	11.63636	1	11.63636	45.74392	1.51E-10	3.889341
Within Groups	49.85909	189	0.25436			
TOTAL	61.49545	190				

**Conclusion:** Calculated F value 45.743 and F critical value is 3.889 so calculated value is less than a table value, so the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between attractiveness of advertisement and interesting in the advertisement

**CORRELATION**

Attractiveness of advertisement		Interesting in the advertisement	
Very good	32	Yes	74
Good	62	NO	26
Neutral	6		
Bad	0		
Very bad	0		
total	100	Total	100

	Column 1	Column 2
Column 1	1	
Column 2	0.518058	1

**Conclusion:** Calculated value is 0.518, so I concluded it with Samsung mobile advertising strategy any change of advertising

**V. FINDINGS**

The study is conducted to know the A Study on advertisement effectiveness towards Samsung mobile phones

with special reference to thanjavur district detailed survey is conducted among 100 customers of and following are the findings from the study

**Respondent’s perception about effectiveness of advertisement**

- Majority of the respondents are male.
- Most of the respondents are 21-30 age group
- Most of the respondents are education and qualification is PG
- Most of the respondents are occupation is students
- Most of the respondents are family income sib above RS 30,000
- Most of the respondents are seen Samsung mobile advertisement
- Most of the respondents are buying Samsung mobile products
- Most of the respondents are insisted to buy Samsung mobile
- Most of the respondents are advertisement media of the company is influenced you to buy Samsung mobile
- Most of the respondents are agree in advertisements play a vital role in creating awareness on Samsung mobile
- Most of the respondents are understand the advertisement
- Most of the respondents media is suitable to advertise Samsung mobile
- most of the respondents are movies advertisement more effective at the time of watching the following

Most of the respondents are like to listen Samsung mobile advertisement

- Most of the respondents are entertainment feel the advertisement
- Most of the respondents are highly satisfied the Samsung mobile advertising strategy

**5.2 SUGGESTION**

Once you've got determined the positioning for your whole, it's time to develop the message soaps to influence your target teams. Advertising objectives ought to be directly connected to your selling arrange, and have a tendency to suit into the subsequent generic categories

- inform – raising awareness of your whole, establishing a competitive advantage
- persuade – generating a moment response (usually driving sales)

- remind – to take care of interest and enthusiasm for a product or service

It's a documented indisputable fact that artistic, well branded, distinctive advertising generates the most effective results thus make sure you use the most effective potential artistic team you'll be able to get your hands on, and provides them a close transient. (Nash wan Mohammad et.al 2005) keep in mind that message can solely achieve success if it appeals to the audience, thus perpetually refer back to the client and tailor the ads to them. Almost each business within the world can deal in advertising at some purpose, whether or not it's an inventory within the telephone book, or a poster in Times Square. no matter you're designing, the strategic thinking behind all advertising is actually identical – get to understand your audience, target them expeditiously and position your whole within the method which will profit your business.

#### REFERENCES

- [1] [www.thanjavur.tn.nic.in](http://www.thanjavur.tn.nic.in)
- [2] [www.businessdictionary.com](http://www.businessdictionary.com)