

# Advertisement An Effective Tool For Promotion Of New Products

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**Abstract-** Promotional blend variables range in effectiveness in producing customer interest and influencing buy choice. In this study, an attempt is made to evaluate the effectiveness of advertising, one of the promotional blend elements used by NIPPON group of companies. NIPPON household products are market leaders in most part of the country. This examine famous the quantity to which advertising and marketing is taken into consideration a critical in turning in the corporation's company objectives. In addition, the subsequent hypothesis had been examined and verified in this project. Advertising is significant in the new product development and marketing process especially in NIPPON group of companies. This study involves responses of 91 respondents on "ADVERTISEMENT AN EFFECTIVE TOOL FOR PROMOTION OF NEW PRODUCTS". The study further found that despite the important role of advertising in influencing customer purchase decision on NIPPON products, the over reliance on TV commercial advertising is not ultimate as other advertising media. It's miles consequently, encouraged that pressing steps need to be taken to asses media alternatives of consumers so as to adopting different powerful media approach for the company.

## I. INTRODUCTION

NIPPON PAINT is a Japanese paint and paint products manufacturing company. It is the world's fourth largest paint manufacturing company.

1881 – Founded by Jujiro Motegi under the name Komyosha.

1898 – Renamed as Nippon Paint Manufacturing.

1927 – Renamed as Nippon Paint.

1954 – Hooked up a 50/50 joint venture with Bee Chemical.

2006 – It became a wholly owned by subsidiary of Nippon Paint.

2014 – Reorganised into a holding company.

Nippon Paint is a Japan-based totally enterprise that has been in India for over a decade now. They have additionally been the one of the sponsors of Chennai outstanding Kings in Indian top-rated League.

The company and its subsidiaries have a presence in Japan, Singapore, Malaysia, South Korea, China, Hong Kong,

Indonesia, Philippines, Taiwan, Thailand, Vietnam, India, Sri Lanka, Pakistan, United Kingdom, Germany, Greece, Norway, Netherlands, Lithuania, Poland, Russia, Slovenia, Spain, Bulgaria, Estonia, Italy, United States, Brazil, Australia, the United Arab Emirates, Bangladesh and Turkey.

## II. STATEMENT OF THE PROBLEM

The simple trouble for studies is to justify the effectiveness or effect of marketing and marketing to undertake make income specifically at some stage in the introductory level and why is it that in introductory level of the product existence cycle a brand new product dies now no longer accomplishing the boom or adulthood level. What method(s) of marketing and marketing are to and whether or not the ones strategies are definitely powerful sufficient to obtain the favoured goals.

Over the years, many organisation in India appears to accept as true with that after items or offerings are produced, there is prepared marketplace for such items and offerings. As they do now no longer appear to understand or admire the area or function of marketing and marketing in the direction of success in their organizational earnings or income objectives.

## III. REVIEW OF LITERATURE

Mr. Rupesh Chandra presented an article entitled "advertising a promotional tool promotion of Dabur Products" in which he reveals that Dabur should adopt an extensive push marketing strategy for all its products and extensive advertising for products namely Vatika Hair Oil, Amla Light and Binaca toothpowder and Binaca toothbrush.

Mr. Holly Paquette presented an article entitled "Social Media a promotional tool for textile products" in which he reveals that social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market.

**IV. OBJECTIVES OF THE STUDY**

1. To recognition on developing our centre manufacturers throughout categories, achieving out to new geographies, inside and out of doors India and to enhance operational efficiencies with the aid of using leveraging technology.
2. To provide our shoppers with innovative product at intervals simple reach.
3. To be professionally controlled agency of choice, attracting, growing and maintaining great personnel.
4. To offer advanced returns, relative to our peer group, to our shareholders.

**V. RESEARCH METHODOLOGY**

**METHODOLOGY:**

The present study is descriptive research. Descriptive research is a survey and findings enquiries of different types. This study is based on the responses of 98 respondents.

**Sources of Data:**

• **Primary Data:**

Primary data is the first-hand data gathered through Google Forms by means of Questionnaire Method

• **Secondary Data:**

Secondary data is research data that has previously been gathered and can be accessed by researchers. The sources of secondary data are from internet & articles.

**TOOLS AND TECHNIQUES USED FOR ANALYSIS**

The data was collected through structured questionnaire it has been tabulated, analysed and applied SIMPLE PERCENTAGE ANALYSIS.

**SIMPLE PERCENTAGE ANALYSIS:**

Percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the Questionnaire, mainly to access the, how the respondents are distributed in each category.

$$\text{Percentage} = \frac{\text{number of respondents}}{\text{sample size}} * 100$$

**VI. ANALYSIS AND INTERPRETATION**

**TABLE: 1**

Variable	Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Please indicate your evaluation in newspaper ads	Entertaining	23.3%	18.3%	39.8%	15.3%	3.1%	100%
	Effective	14.7%	23.4%	35.7%	25.5%	1.7%	100%
	Interesting	9.1%	18.3%	44.8%	24.4%	3.4%	100%
	Attractive	9.1%	14.2%	36.7%	37.7%	2.3%	100%
	Informative	9.8%	17.3%	41.8%	24.4%	6.7%	100%
Please indicate your evaluation of TV ads	Professional	12.2%	9.1%	39.7%	33.6%	5.4%	100%
	Entertaining	27.3%	9.1%	30.6%	26.3%	6.3%	100%
	Effective	10.2%	20.1%	29.3%	33.6%	6.3%	100%
	Interesting	13.2%	16.3%	31.7%	28.3%	4.3%	100%
	Attractive	14.2%	15.3%	31.6%	32.6%	6.3%	100%
	Informative	7.1%	15.3%	36.7%	32.5%	8.3%	100%
	Professional	15.3%	13.2%	31.6%	32.3%	7.1%	100%

From the above table we can conclude that:

- Entertaining- On the basis of Strongly agree we can conclude that TV ads are more Entertaining than newspaper ads.
- Effective-On the basis of Strongly disagree we can conclude that TV ads are more Effective than newspaper ads.
- Interesting-On the basis of Agree we can conclude that TV ads are more Interesting than newspaper ads.
- Attractive-On the basis of Disagree we can conclude that newspaper ads are more Attractive than TV ads.
- Informative-On the basis of Strongly Agree we can conclude that TV ads are more Informative than newspaper ads.
- Professional-On the basis of Strongly Disagree we can conclude that newspaper ads are more Professional than TV ads.

**TABLE:2**

Variable	Options	Frequency	Percentage
Who consulted this product to you?	Friends	20	20.4%
	Relatives	23	23.5%
	Neighbours	32	32.7%
	Self - Judgement	23	23.5%
	Total	98	100%
What came to your mind while searching this product?	TV ads	45	45.9%
	Radio ads	34	34.7%
	Newspaper ads	19	19.4%
	Total	98	100%
Where was the last place you saw or heard an ad for this product?	Newspaper	13	13.3%
	Magazine	27	27.6%
	TV	33	33.7%
	Radio	10	10.2%
	Others	15	15.3%
	Total	98	100%
Why you choose this product?	Brand Name	31	31.6%
	Quality	39	39.8%
	Other Facility	28	28.6%
	Total	98	100%
How many times you have used this product?	Once	36	36.7%
	2 to 5 Times	38	38.8%
	More than 5 times	24	24.5%
	Total	98	100%

From the above table we conclude that:

- Most of the new buying customers are gained through neighbour consulting.
- 45.9% of the customers have first watched this ad in TV.
- The person who lastly heard about this ad through magazine ads are comparatively low regard to TV ads.
- 39.8% of the customers prefer this product because of the Quality of the product.
- The number of people who have used the product for the second time are more.

**TABLE:3**

Variable	Options	Frequency	Percentage
What do you think the main offerings to the customer except the brand of the product?	Transportation	28	28.6%
	Occasional Offer	43	43.9%
	Discount	27	27.6%
	Total	98	100%
What are the usual occasions to paint your house, furniture or other things?	Marriage Ceremony	42	42.9%
	Change of tenant	44	44.9%
	Festivals	44	44.9%
	Anniversaries	32	32.7%
How often will you paint your house?	Every 2 to 5 years	22	22.4%
	Every 5 to 7 years	37	37.8%
	8 years and above	39	39.8%
	Total	98	100%
How do you rate this ad compared with others?	1	4	4.1%
	2	9	9.2%
	3	23	23.5%
	4	39	39.7%
	5	23	23.5%
	Total	98	100%
Do you think this ad educate you about the product?	Yes	34	34.7%
	No	32	32.7%
	Maybe	32	32.6%
	Total	98	100%

From the above table we conclude that:

- 43.9% of the customers expect Occasional offers during Festival Seasons.
- 44.9% of the customers Purchase this product during Festival Seasons and during change of Tenant.
- 39.8% of the buyers of this product use to paint their houses once in 8 years.
- 34.7% of the buyers say that the ad Educate them.

**TABLE:4**

Variable	Options	Frequency	Percentage
How creative was this add?	Not creative at all	16	16.4%
	Slightly creative	17	17.3%
	Moderately creative	30	30.6%
	Very creative	26	26.5%
	Extremely creative	9	9.2%
	Total	98	100%
Are you aware that we have tracking & tracing capabilities available?	Yes, and I have found the website to be useful	26	26.6%
	Yes, however the website needs improvement	34	34.7%
	No, and I have no use for such a service	22	22.4%
	No, but I would like to find out more about this service	16	16.3%
	Total	98	100%
	Are you aware that we provide domestic trucking services?	Yes, and I have found the service helpful	36
No, and I have no use for such a service		32	32.7%
No, but I would like to find out more about this service		30	30.6%
Total		98	100%
Which Nippon Express services do you use?	Air Export	32	32.7%
	Ocean Export	25	25.5%
	Warehouse / Distribution	31	31.6%

	Air Import	26	26.5%
	Ocean Import	32	32.7%
	Customs Brokerage	21	21.4%
	Trucking	28	28.6%
	Household Goods	21	21.4%
	Cross - Border	15	15.3%
Based on the ad, how likely would you be to purchase this product in the future?	1	3	3.1%
	2	6	6.1%
	3	29	29.6%
	4	32	32.7%
	5	28	28.5%
	Total	98	100%

From the above table we conclude that:

- 30.6% of the customers finds the ad Moderately creative.
- 34.7% of the customers says that they are aware of the tracking capabilities and suggests that still the website needs improvement.
- 36.7% of the customers states that domestic trucking services are very helpful.
- The most used Nippon Express services are Air Export & Ocean Import.
- 32.7% of the people says that they will buy the product looking at the ad

**VII. SUMMARY OF FINDINGS**

- Entertaining- On the basis of Strongly agree we can conclude that TV ads are more Entertaining than newspaper ads.
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- The number of people who have used the product for the second time are more.
- 43.9% of the customers expect Occasional offers during Festival Seasons.
- 44.9% of the customers Purchase this product during Festival Seasons and during change of Tenant.
- 39.8% of the buyers of this product use to paint their houses once in 8 years.
- 34.7% of the buyers say that the ad Educate them.
- 30.6% of the customers finds the ad Moderately creative.
- 34.7% of the customers says that they are aware of the tracking capabilities and suggests that still the website needs improvement.
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**VIII. CONCLUSION**

No matter if you are a nascency or have a brand monopoly in the request, advertisement is the key to promote products and services to the consumers. You can make use of various promotional tools and effectively advertise to your customer. For quite a long time advertisement has proved to be the most effective promotional tool for marketing as from door- to- door marketing to digital marketing advertisement has evolved and proved to be salutary in various aspects.

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