

A STUDY ON ADVERTISING IMPACT ON CUSTOMER – AIRTEL

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Abstract

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages. Advertising may be placed by an advertising agency on behalf of a company or other organization.

Non-commercial advertisers that spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

1. INTRODUCTION

Advertising is a potent vehicle which includes imagination, creativity, concepts, ideas and innovation to promote new products and remind about changes in the old one. Advertising means selling but for this one need a creativity of mind with the work of beauty and art.

Advertising can be said both powerful and magical. It sells us dreams and has become fabric by selling life style. We can find that people of the society have tremendous impact of advertisements. In today's fast moving media driven world it plays a vital role in customers' mind and sentiments. So advertisements reach to them through the route of emotion which is a powerful one in advertising.

Advertising proves magical by the 'power of word' which leaves an image on the mind of the customers. 'Words' not only control the minds but it also changes the view points completely and help the customers to climb the ladder of inquisitiveness. If advertising is shown with the combination of words along with something new factor highlighted then it bring a favorable response of the consumers.

In the present market scenario advertising is experiencing a period of rapid economic growth worldwide. Like many other marketing tools, advertising is among one of them which try to draw the attention of prospective customers and try to quench their thrust for products and

services by presenting them in a favorable manner. If an advertising campaign proves effective then it invites more and more customers with greater frequency. Advertising is one of the parts of 'marketing Mix'. We have to accept the fact that advertising rely on the heart of marketing strategy which includes public relations, product, packaging, customer service, pricing, promotional programs, word of mouth and channel relationships among other strategies.

Advertising acts as a guide book which tell us what to buy or not to buy. It is found that advertising is just not only the way to sale products or services but it also acquires its own importance by educating and providing knowledge to customers. It can be said as revenue generator as many media outlets such as television, radio, and newspaper do business due to sale advertising which earns revenue and helps in economic growth worldwide.

Building of brand image through advertising is important as brand always lives in the memory and hearts of the customers. Companies and customers can share a strong bond of relationship through branding. Promoting public relation is one of the greatest ways to form a brand because it only helps customers to understand a company and its products. To create a good brand and its effectiveness is a long battle although it makes selling easier.

In case of advertising whatever we see may not be reality and if it shows reality it is quite possible we may not see it. So one of the oldest and traditional conceptual model for creating any advertising is AIDA model: get Attention, hold Interest, arouse Desire and then obtain Action. This model conveys that **A** stands for Awareness and Attention. That means the first task of an advertisement is to make customer aware about a product. **I** stand for

Interest. It means when a customer will come to know about a product it will automatically create an interest in the mind of that customer regarding the product. **D** stands for Desire. The desire to obtain that may be generated in the mind of the customer. At last **A** stands for Action which is the final stage and depends on the determination of customer for taking action to buy that product.

Through the help of the above model advertising can knock the mind of customers and if it proves effective customers will definitely try the product at least for once in their whole life and if it meet their expectation then it becomes their lifetime product.

"As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer."

Promotion is true that products are manufactured to satisfy the needs of the consumers.. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with right promotion.

In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities commonly known as promotional Mix. The marketing communication Mix also called as the "Promotion Mix" consists of four major tools.

1. Advertising.
2. Sales Promotion
3. Publicity
4. Personal Selling

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

The purpose of advertising is motivating but to sell something a product, a service or an **AIRTEL**. The real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “Increased awareness” list of the following specific objectives of advertising.

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods. It is a marketing process with which consumers are personally persuaded to by goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuries ago salesman ship was practiced in Greece and Rome. According to Peter Drucker Cyrus Mecornie was the first man to use modern technique of selling.

Features:

1. It helps to establish a cordial and obiding relationship between the organization and its customers.
2. It is a creative art. It creats wants a new.
3. It is a science, in the sense that “One human mind influences another human mind”.

4. Personal selling imparts knowledge and technical assistance to the consumers.

Promotion includes all those functions, which have to do with the marketing of a product all other activities designed to increase and expand the market. But it is clearly distinguished from advertising and personal selling, through basic aim or all the three is one and the same viz., to increase the volume of sales.

“Sales promotion in a specific sense, refers to those sales activities that supplement both personal selling and advertising and co-ordinationate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non recurrent selling efforts not in the ordinary routine”.

In a general sense the sales promotion includes “ personal selling, advertising and supplementary selling activities”.

Evaluation of Sales Promotion:

Two decades ago, there was no agreement among the marketing people that there was a separate sales promotion function. In those days, promotion was a “share- run to gain a short run good”. The importance of sales promotion is modern marketing has increased mainly an account of its ability in promoting sales and preparing the ground for future expansion. The main objective of sales promotion is to attract the prospective buyer towards the product.

2. OBJECTIVES

- ✓ To know the customer opinion about Advertising of **Bharti Airtel Limited on different types of advertisements**

like 3G packs, Call tariffs, recharges etc.,

- ✓ To know the brand loyalty of **Bharti Airtel Limited**.
- ✓ To know the influencing factors (i.e Advertising impact) of Airtel.
- ✓ To know the market share (rating of advertising affect on sales) of the Airtel.
- ✓ To know the sources of awareness for the customers.
- ✓ To know the level of Advertisement which can be reaching to the public.

3. RESEARCH METHODOLOGY

One of the important tools for conducting marketing researching is the availability of necessary and useful data. Data collection is more of an than science the methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

Internal sources:

Every company has to keep certain records such as accounts, records, reports, etc., these records provide sample information which can organizations usually keeps collecting in its working.

External sources:

When internal records are insufficient and required information is not available, the organizations will have to depend on external sources. The external sources of data are:

Primary data:

Primary data are data gathered for a specific purpose or for a specific research report.

For systematically collecting the data the closed end questionnaire is used. The questionnaire consists of questions relating to various aspects of the study for proper data collection the questionnaire is divided into 2

sections. Both the sections are meant for the respondent only.

Secondary data:

Secondary data are data that are collected for another purpose and already exist somewhere. Data pertaining to company is collected from company web site company catalogues and magazines. The company profile gives a detailed report of history various products manufacture by its etc.

METHOD OF RESEARCH

SURVEY METHOD:

A survey is a complete operation, which requires some technical knowledge survey methods are mostly personal in character. Surveys are best suited forgetting primary data. The researcher obtains information from the respondents by interviewing them.

SAMPLING:

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group should be emanative cross section and really “representative” in character. This selection process is called sampling.

SAMPLE SIZE:

Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

Sampling plan:

1. SAMPLING UNIT -The business people, professionals are survived
2. SAMPLING PROCEDURE - Stratified random sampling method is chosen.

The data collected from both the primary and secondary sources is tabulated and presented in a systematic from prior to classification and interpretation.

METHOD OF SAMPLING

RANDOM SAMPLING METHOD

The method adopted here is random sampling method. A random sample is one where each item in the universe has as equal chance of known opportunity of being selected.

RESEARCH INSTRUMENT

QUESTIONNAIRE:

A Questionnaire is carefully completed logical sequence of question directed to a define objective. It is the out line of what information is required and the framework on which the data is built upon. Questionnaire is son commonly used in securing market information that its preparation deserves utmost skill and care.

FORMS OF QUESTIONS

OPEN ENDED QUESTIONS:

They are descriptive in nature. Respondents are allowed to answer in their own words. Such questions buying the actual opinion of the respondent r Regarding a product.

CLOSED ENDED QUESTIONS:

They are not descriptive in nature. They will be given certain choices and the respondents have to choose choice among them. They make analysis easy but sometimes they restrict the respondents' choices.

4. LIMITATIONS

1. Time is the main limitation for the study, as project was restricted only for 45 days.

2. The methods used in this project are random sampling methods and results obtained may not be accurately fully accurate and believable.

3. The research has been centered to only Two hundred Customers of Airtel, rather than innumerable Customers dealing with different products of different brands across the globe.

4. The analysis is purely based on closed ended questions and due their deliberate manipulation, important information may be lost and even barriers of communication would cause a limitation.

5. The whole project research was confined to only customers of Airtel

6. The research was done with the help of employees of the organization for some of the dealers and their barriers of communication or way to represent the topic would differ and actual information would be lost.

7. The dealers responded during the survey were possessing primary education and their views would not be able to provide the required information.

5. Advertising

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to

purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

In 2010, spending on advertising was estimated at more than \$300 billion in the United States and \$500 billion worldwide.

Internationally, the largest ("big four") advertising conglomerates are Interpublic, Omnicom, Publicis, and WPP.

Advertising theory

- Hierarchy of effects model

It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. The actual purchase

- Means-End Theory

This approach suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

- Leverage Points

It is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

- Verbal and Visual Images

Types of advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom

stalls,stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Digital advertising

Television advertising / Music in advertising

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (as of 2009). The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible.^{[15][16]} Infomercials: An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" combining the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features,

and commonly have testimonials from consumers and industry professionals.

Radio advertising

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

Online advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Product placements

Covert advertising, also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his *Converse* shoes several times, calling them "classics," because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the *Audi* and *Mercedes-Benz* logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a

result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, VAI0, BMW and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*. In "Fantastic Four: Rise of the Silver Surfer", the main transport vehicle shows a large Dodge logo on the front. *Blade Runner* includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.

Physical advertising

Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

Billboard advertising: Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

Mobile billboard advertising

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, One-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies.

In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Coffee cup advertising

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

Street advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

Celebrity branding

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael

Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana.

Sales promotions

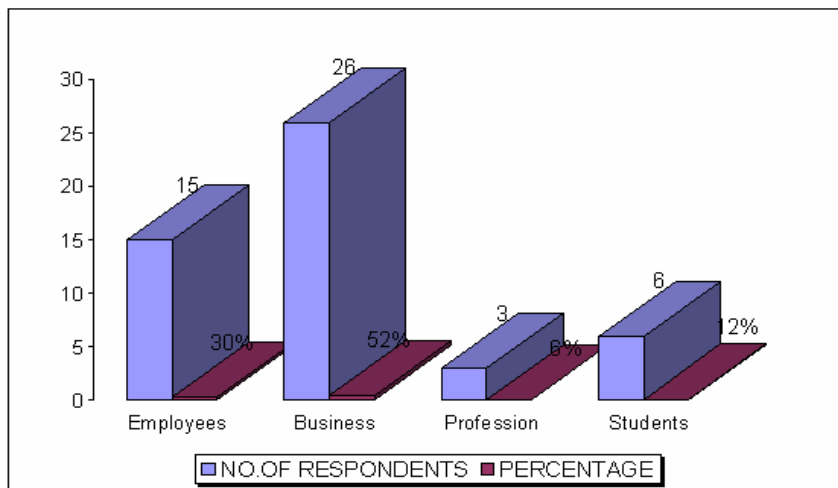
Sales promotions are another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

6. DATA ANALYSIS AND INTERPETATION

THE ANALYSIS TYPES OF CONSUMERS OF PURCHASE OF AIRTEL

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
EMPLOYEES	15	30%
BUSINESS PERSONNEL	26	52%
PROFESSION	3	6%
STUDENTS	6	12%
TOTAL	50	100%

Table : 1



Graph 1:

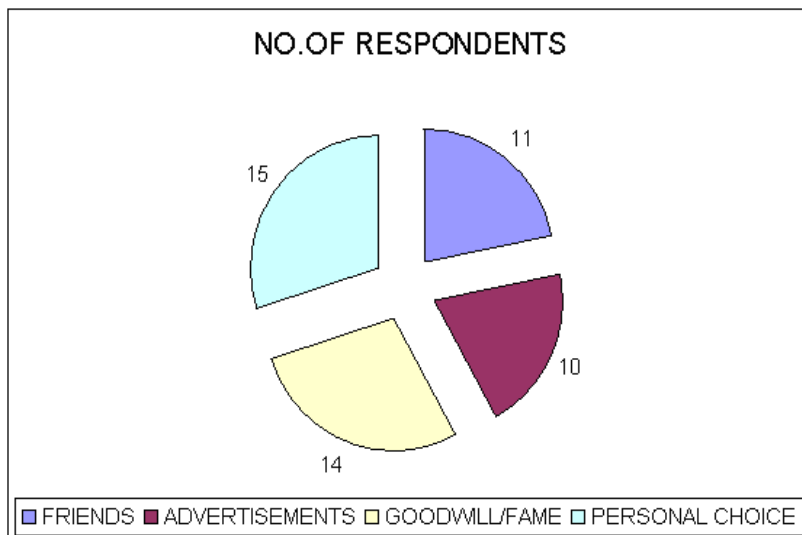
Interpretation:

According to my survey, it can be seen from the above table that indicates Employees 15 (30%), Business Personnel 26 (52%), Profession 3 (6%) and Students 6 (12%), are preferring to purchase AIRTEL.

ANALYSIS OF REPRESENTING INFLUENCING FACTORS TO PURCHASE OF AIRTEL

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
FRIENDS	11	22%
ADVERTISEMENTS	10	20%
GOODWILL/FAME	14	28%
PERSONAL CHOICE	15	30%
TOTAL	50	100%

Table 2



Graph 2

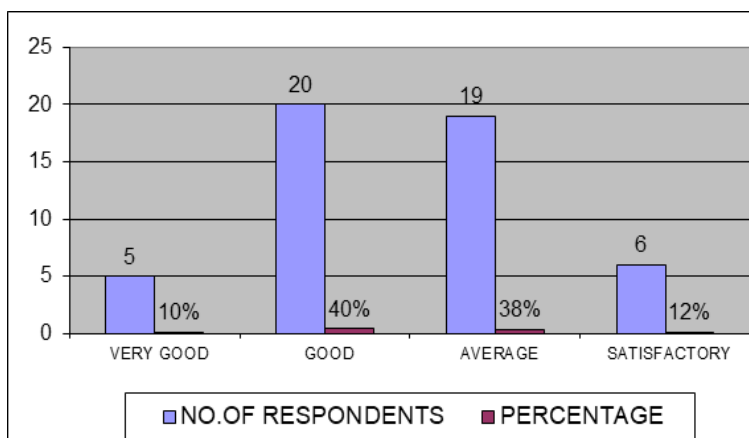
Interpretation

As per my survey, the above table reflects that Friends 11 (22%), Advertisements 10 (20%), Goodwill/Fame 14 (28%), Personal Choice 15 (30%) are the factors influencing to purchase of AIRTEL.

THE FOLLOWING TABLE INDICATES THE LEVEL OF SATISFACTION OF CONSUMERS TOWARDS THE PURCHASE OF AIRTEL.

ATTRIBUTES	NO.OF RESPONDENTS	PERCENTAGE
VERY GOOD	5	10%
GOOD	20	40%
AVERAGE	19	38%
SATISFACTORY	6	12%
TOTAL	50	100%

Table 3



Graph 3

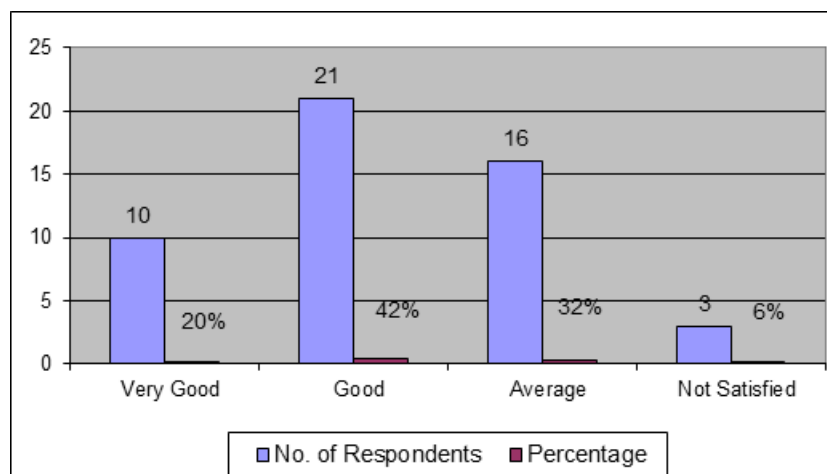
Interpretation

As per my survey above the table customer satisfaction consumer id very good 5 (10%), good 20 (40%), Average 9(38%), Satisfactory 6(12%) are the factors consumers purchasing of AIRTEL.

THE FOLLOWING TABLE INDICATES THE LEVEL OF SATISFACTION OF CONSUMERS TOWARDS THE PURCHASE OF AIRTEL.

Attributes	No. of Respondents	Percentage
Very Good	10	20%
Good	21	42%
Average	16	32%
Not Satisfied	3	6%
Total	100	100%

Table :4



Graph: 4

Interpretation

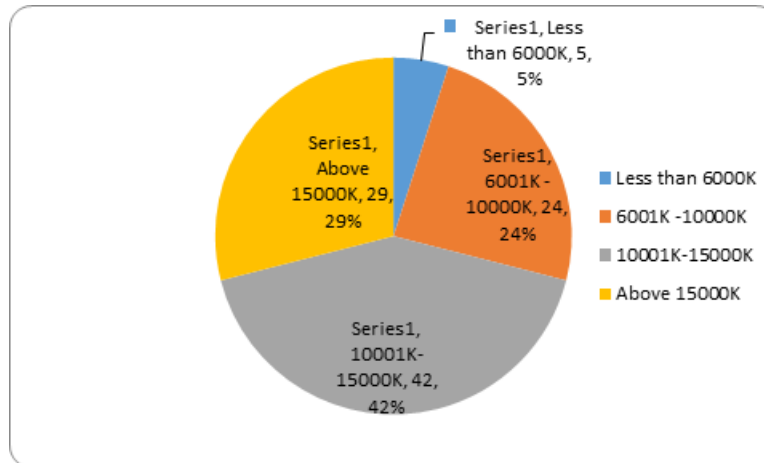
As per my survey above the table customer satisfaction consumer id very good 10 (20%), good 21 (42%), Average 16(32%), Satisfactory 3(6%) are the factors influencing satisfaction of consumers purchasing of AIRTEL.

Table-I

1) Income per month (Customer)

- a) Less than 6000K
- b) 6001K -10000K
- c) 10001K-15000K
- d) Above 15000K

Less than 6000K	6001K -10000K	10001K-15000K	Above 15000K
5	24	42	29



Interpretation:

By the above pie chart we know that the customers have an income per month, 10,000 to 20,000 is 42%, above 15000 are 29%, between 6,000 and 10,000 are 24% and less than 6000 are 5%.

7. FINDINGS

- The company's advertisement is not reaching to all people because the communication system is not available to rural areas.
- Advertising is one of the aspects of mass communication. Advertising is actually brand-building through effective communication and is essentially a service industry.
- Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people.
- The advertisement is difficult to understand for.
- AIRTEL is concentrating on the promotional activities such as print media for the customers and for the retailers also.
- AIRTEL is not giving benefits for the regular/old customers.
- The package design (Advertisement) is not communicative and eye-catching, so package design and color have to blend

harmoniously to make the package communication effective.

- Network is not reaching to rural villages.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- AIRTEL must improve their personnel selling direct contacting customers to give awareness of their products.

SUGGESTIONS

- AIRTEL is not giving gifts for the customers.
- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye-catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network should be expanding to rural villages.
- Talk time must be increased in Prepaid cards.

- Reduce the Tariff rates to increase the market share.
- The company should conduct road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- Airtel should Introduce Top Up cards from 10 rupees on wards to Increase more sales.
- The offers should be fairer and should also necessary to bring new SIIM cards with fascinating offers.
- It will help full in Increasing of Sales if The Airtel brings cards for the different groups of people such as, Students, Employees, Girls etc.,

8. CONCLUSION

From project conclude that promotion of any service can be successfully executed by creating awareness through word of mouth and by maintaining the service according to Advertising and Sales Promotional Activities. To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions. Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus regarding problems being faced by them.

To increase sales of the **AIRTEL**, the company should concentrate on advertisements and try to provide special offers.

Print media is a very commonly used medium of advertising by businessman. It includes

advertising through newspaper, magazines, journals, etc. and is also called press advertising. a) Newspapers you must have read Newspapers. In our country newspapers are published in English, and also in regional languages. These are the sources of news, opinions and current events. In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his message through newspaper which reaches to millions of people.

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