



A Study on Advertising Effectiveness of Mobile Phone with Special Reference to Coimbatore

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1. INTRODUCTION

The extent to which advertising produces a desired effect might be characterised as advertising effectiveness. Given the size of the investment required for advertising, measuring the effects of advertising is critical. While obtaining a global assessment of advertising effectiveness is impossible, we should strive to create and implement methodologies and measures for partial verification of results.

The efficacy of advertising refers to how well a company's advertising achieves its goals. Small businesses utilise a variety of statistics and indicators to assess the efficacy of their advertising. All methods of advertising, including television, radio, direct mail, the internet, and even billboard advertising, can benefit from these measurements. With multiple messages or exposures, a company's advertising efficacy normally improves over time. Certain forms of advertising, on the other hand, can be accomplished virtually instantly.

2. STATEMENT OF THE PROBLEM

In today's world, the cell phone has a significant impact on people's daily life. Customers are more dynamic these days. With the growth of technology and communication with the outside world, their tastes, wants, and preferences are changing. Indian mobile phone dealers are coming up with innovative and promotional strategies and incentives to entice clients due to increased competition locally as well as from global dealers.

The most significant issue identified in mobile phone advertising is determining the most desired brand and identifying the traits that are significant in brand preference.

3. LIMITATION

Because the study is limited to Coimbatore, the results cannot be extrapolated to other places. Internal prejudice among the responders is a study limitation. The number of people that can participate in the study is limited to 125 due to scheduling constraints.

4. TOOLS OF THE STUDY

The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Chi-square test
- Weighted average analysis

5. RESEARCH METHODOLOGY

A research design is nothing more than a framework for a study that directs data gathering and analysis. The study's methodology is descriptive in nature.

AREA OF THE STUDY

The study is undertaken in Coimbatore city.

SAMPLE SIZE

The study is restricted to 125 respondents.

SAMPLING TECHNIQUES

Convenience sample technique is used for the study.

PERIOD OF THE STUDY

The period for the study is 4months i.e.

January 2021 - March2021.

METHOD OF DATA COLLECTION

Questionnaire method is used to collect the data from the respondents.

SOURCES OF DATA

The research is based on both primary and secondary data sources. The respondents' primary data was acquired via questionnaire, while secondary data was gathered from articles, books, magazines, and newspapers.

6. HISTORY OF ADVERTISEMENT

Edo period promotional flyer from 1806 for kinseitan, a traditional medication. Papyrus was utilised by the Egyptians to create sales messages and wall posters. In the ruins of Pompeii and ancient Arabia, commercial slogans and political campaign displays have been discovered. In ancient Greece and Rome, papyrus was used to advertise lost and found items. Commercial advertising on walls or rocks is another incarnation of an ancient advertising form that may still be found in many countries of Asia, Africa, and South America.

The tradition of wall painting may be traced all the way back to 4000 BC indian rock art paintings. Out-of-home advertising and billboards are the oldest types of advertisement, according to history. Signs that today would say cobbler, miller, tailor, or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle, or even a bag of flour as the towns and cities of the Middle Ages grew and the general populace could not read began to use an image associated with their trade such as a boot, a suit, a hat, a clock, Fruits and vegetables were sold in the city square from the backs of carts and waggons, with street callers (town criers) announcing their location for the consumers' convenience.

7. FEATURES OF ADVERTISING

- It is a mass non- personal communication.
- It is a matter of record.
- It persuades buyers to purchase the goods advertised.
- It is a mass paid communication.
- The communication media is diverse such as print (Newspapers and Magazines)
- It is also called printed salesmanship because information is spread by means of the written and printed work and pictures so that people may be included to act upon it.

8. TYPES OF ADVERTISING

Broadly speaking, advertising may be classified into two categories

- Product advertising
- Institutional advertising

9. FINDINGS OF THE STUDY

- Majority 70.4% of the respondents are female
- Majority 50.4% of the respondents are between below 20 years of age.
- Majority 82.4% of the respondents are unmarried
- Majority 78.4% of the respondents are comes under graduate category
- Majority 69.6% of the respondents are students.
- Majority 37.6% of the respondent's income are below 10,000.
- Majority 98.4% of the respondents are own a mobile phone.
- Majority 35.2% of the respondents use Redmi brand

- Majority 38.4% of the respondents are selected the source of advertisement.
- Majority 99.2% of the respondents are listened to mobile phone advertisements.
- Majority 40.8% of the respondents prefer particular brand for quality of the mobile phone.
- Majority 43.2% of the respondents give importance to the battery life of the features of mobile phone.
- Majority 44% of respondents felt good for using the particular brand.
- Majority 36.8% of the respondents are seen the advertisements of mobile phone on newspaper.
- Majority 61.6% Of the respondents like the advertisement because of the theme and it is attractive.
- Majority 76.8% of the respondents have been influenced by the advertisement of mobile phones.
- Majority 35.2% of the respondents says internet is the most effective media for advertisement.
- Majority 45.6% of the respondents agrees that they buy a particular brand because of their favorite celebrity is endorsing it.
- Majority 64.8% says that connecting people is the most liked slogan of the respondents.
- Majority 79.2% of the respondents says advertisement for mobile phone is very necessary.
- Majority 66.4% of the respondents says maybe the factors are absent while buying a product which is present in advertisement.

10. SUGGESTIONS

- Advertisement should not be too expensive, because the advertisement leads to price increase.
- Media should be selected according to the choice of customers, especially in rural areas.
- Advertisement is the most effective media for sales promotion. Steps should be taken to improve the quality of advertisement.
- Price of mobile phones can be same as like at present but to attract the customers to use product the price of mobile phones can be reduced.
- The weak areas of advertisement should be identified and steps should be taken to make it effective for the sale of mobile phones.
- Most of the respondents know their brand through advertisement and through friends.

11. CONCLUSION

The study titled “Advertising effectiveness of mobile phone” was conducted mainly to know the most effective media of advertisement. The study reveals the majority of people buy mobile phones brands through advertisement and by consulting with their friends. This shows that the effect of advertisement is more effective in increasing sales of mobile phone. People are aware of advertisement.

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