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# ASSESSING ADVERTISEMENT EFFECTIVENESS. A STUDY OF PPG ASIAN PAINTS (P) LTD, CHENNAI

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**ABSTRACT :**

Advertisement plays an important role in influencing consumers' decision making. It takes place in each stage of the consumer's purchase decision; it can even create the needs and wants of the consumers. Advertising effectiveness is a method used to determine if a brand's marketing efforts are hitting the mark with its target audience and whether it's getting the best returns. It enables brands to measure the strengths, weaknesses. The objective of the study is to analyze the advertisement effectiveness towards the PPG Asian Paints Private Limited, Chennai. The study focuses on understanding how advertisements influence the operations and success of the company. Descriptive research design and convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is positive relationship between the gender of the respondents and purchase intention. TV advertisements are suggested as suitable media for the bike to attract large number of viewers. However, the successes of advertisements are based on an important condition that how effectively the concept is designed as an information package to the viewers.

**Keywords**: Advertisement effectiveness, Direct mail, Internet, Profit and sales.

## INTRODUCTION

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.

## REVIEW OF LITERATURE

**Ducoffe (2017**) in his paper, advertisement management 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.

**Ray and Kapferer (2019),** 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, observing the effects on the formation process of attention, memory, attitude and behavior. This research methodol It also allows considering 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.

**Jean-Eric Pelet (2019),** The aim of this research is to investigate differences regarding user reactions to advertisements on Facebook. An online survey of Facebook users was conducted to test the hypotheses. Originality, liking, credibility, and irritation have significant effects on consumers' attitude toward advertising, which in turn positively influences their purchase intention and recommendation of the brand. Moreover, Advertisements driving visitors to the brand's Facebook page are less irritating, more original, credible, and liked than those driving them to the brand's website. Managers could be guided by our results in deciding which features to place at brand posts to enhance their effectiveness

*SCOPE OF THE STUDY*

The study focuses on understanding how advertisements influence the operations and success of PPG Asian Paints Private Limited, Chennai. It aims to explore how advertisements contribute to creating brand awareness, shaping customer attitudes, and influencing purchase intentions. By assessing the impact of advertisements on brand recall, the research helps identify the strengths and weaknesses of the current strategies. This study provides valuable insights that can guide the company in improving its advertising efforts to better connect with customers and enhance their engagement. The findings can be used by the company to develop more targeted and effective campaigns, ensuring a stronger market presence and improved customer loyalty.

*STATEMENT OF THE PROBLEM*

Manufacturers and distributors take more efforts to increase the sales. They remind the public and to avoid them to shift from their product to their competitors. They spend huge amount for advertisement for the above reasons. Advertisement will be effective only when it is clear, simple and attractive . Or otherwise it would not make any impact on sales. So the researcher is to make a study on impact of advertisement.
This study is to analyse the media of advertisement to influence, level of awareness created by the advertisement, suitable media for advertisement, reaction of the viewers of the advertisement and level of understanding capacity of the viewers by the advertisement.

*LIMITATIONS OF THE STUDY*

- The study restricts itself within Chennai.
- The study assumes that the information was given by the customer without any bios.
- The study is done based on the opinions of the sample taken at random, the size of which is 120.
- The researcher found it difficult to collect the questionnaire, since some of the respondents did not give proper response in the sales point.
- Some customers did not respond properly during peak hours.

## RESEARCH OBJECTIVES

*Primary Objective*

- To study the advertisement effectiveness of PPG Asian Paints (P) Ltd, Chennai.

*Secondary objectives*

- To identify the impact of advertisement on brand awareness
- To analyse the effect of advertisement on purchase intention
- To understand the customer attitude by the effective advertisement

## RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.
Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.
In this study, target respondents are 120 customers of PPG Asian Paints (P) Ltd, Chennai.

*Analytical tools and methods*

- Percentage analysis
- Chi Square analysis
- Correlation analysis

## DATA ANALYSIS AND INTERPRETATION

*CHI-SQUARE ANALYSIS*

**RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND BRAND AWARENESS**
**HYPOTHESIS TESTING**

*Null hypothesis (Ho):*

There is no significant relationship between the age of the respondents and brand awareness.

*Alternative hypothesis (H1):*

There is some significant relationship between the age of the respondents and brand awareness.

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| **AGE OF THE RESPONDENTS AND  BRAND AWARENESS** | 120 | 100.0% | 0 | .0% | 120 | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 226.412[a] | 54 | .000 |
| Likelihood Ratio | 213.855 | 54 | .000 |
| Linear-by-Linear Association | 15.974 | 1 | .000 |
| N of Valid Cases | 120 | | |

a. 73 cells (96.1%) have expected count less than 5. The minimum expected count is .09.

**INTERPRETATION:**

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.09. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the age of the respondents and brand awareness

## CORRELATION ANALYSIS

## RELATIONSHIP BETWEEN THE GENDER OF THE RESPONDENTS AND PURCHASE INTENTION

**Correlations**

|  |  | GENDER OF THE RESPONDENTS | purchaseintention |
|---|---|---|---|
| GENDER OF THE RESPONDENTS | Pearson Correlation | 1 | .770** |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 120 | 120 |
| PURCHASE INTENTION | Pearson Correlation | .770** | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 120 | 120 |

**. Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION:**

The Above table indicates that out of 120 respondents, co-efficient of correlation between the gender of the respondents and purchase intention is 0.770. It is below 1. So there is positive relationship between the gender of the respondents and purchase intention.

## FINDINGS

- 68.3% of the respondents are male.
- 37.5% of the respondents are in the age group of 36 - 45 years.
- 54.2% of the respondents have completed UG degree.
- 35.0% of the respondents are doing business.
- 46.7% of the respondents have Rs.20, 001-30,000 as their income level.
- 45.8% of the respondents are agree towards the advertising information about the products and brands of the company.
- 37.5% of the respondents are strongly agree towards the advertising exposes the product features and benefits
- 30.0% of the respondents are strongly agree towards the creates brand emotions.
- 45.8% of the respondents are neither agree nor disagree towards the creates interest towards the brands.
- 40.8% of the respondents are strongly agree towards the feeds knowledge about the product and brand portfolio of the company.

## SUGGESTIONS

- The company has to monitor its advertisement whether it conveys up-to-date information about the products and brands of the company.
- The advertisements must expose the products and its features to the targeted customers in order to create brand awareness in the minds of them.
- The advertisement must create brand emotion and it creates motivation among the targeted audience to be bond with the brand.
- The company must redesign the advertisement content to effectively feeds knowledge about the product and brand portfolio to create awareness about its range of products.

## CONCLUSION

Advertising is an essential activity in the marketing of any business and the manufacturers are more interested in determining the media which shows the way for the success of the advertisements. TV, radio, press, banners and window display are being one of the popular broadcasting media, plays on important role to make the advertisements successful equal to that of other successful media. These media offers something to every type of listeners, viz., children, the young, the aged, the businessmen, and the farmers in the form of drama, songs, music or movie. TV advertisements are suggested as

suitable media for the bike to attract large number of viewers. However, the successes of advertisements are based on an important condition that how effectively the concept is designed as an information package to the viewers.

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