

THE EVOLUTION OF ADVERTISING TECHNIQUES AND THEIR INFLUENCE ON CONTEMPORARY SALES STRATEGIES OF AIRTEL

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ABSTRACT

Sales and advertising are two essential components of modern marketing that play a crucial role in achieving organizational objectives. Advertising is a strategic communication tool used to inform, persuade, and remind customers about products and services, while sales activities focus on converting potential customers into actual buyers. Together, they help organizations create brand awareness, attract new customers, increase market share, and generate revenue.

Effective advertising influences consumer perceptions, builds brand image, and stimulates demand by communicating the value and benefits of products and services. Sales efforts complement advertising by engaging directly with customers, addressing their needs, and facilitating purchasing decisions. The integration of sales and advertising strategies enables businesses to maintain strong customer relationships, enhance customer satisfaction, and gain a competitive advantage in the marketplace.

This study examines the relationship between sales and advertising, highlighting various advertising methods, sales promotion techniques, and their impact on consumer buying behavior. It also explores how organizations utilize traditional and digital advertising channels to improve sales performance. The findings emphasize that a well-planned advertising campaign combined with efficient sales management contributes significantly to business growth, customer retention, and long-term profitability. Thus, sales and advertising remain vital tools for achieving sustainable success in today's dynamic business environment.

I. INTRODUCTION

Sales and advertising are fundamental aspects of marketing that contribute significantly to the success and growth of any business organization. In today's highly competitive business environment, companies must effectively promote their products and services while ensuring that customers are persuaded to make purchasing decisions. Sales activities and advertising work together to create awareness, generate interest, influence consumer behavior, and ultimately increase revenue.

Advertising is a paid form of communication used by organizations to inform, persuade, and remind target audiences about their products, services, or brands. It helps businesses establish a strong market presence, differentiate themselves from competitors, and build long-term customer relationships. Advertising can be carried out through various media channels, including television, radio, newspapers, magazines, outdoor displays, and digital platforms such as social media and websites.

Sales, on the other hand, involve direct interactions between businesses and customers with the objective of converting potential buyers into actual customers. Effective sales strategies help organizations understand customer needs, provide suitable solutions, and enhance customer satisfaction. Sales personnel play a crucial role in communicating product benefits, addressing customer concerns, and closing transactions.

The rapid advancement of technology and the growth of digital marketing have transformed traditional sales and advertising practices. Businesses now utilize data analytics, social media marketing, online advertising, and customer relationship management (CRM) systems to reach a wider audience and improve sales performance. These modern tools enable organizations to create personalized marketing campaigns and measure their effectiveness more accurately.

This study focuses on the relationship between sales and advertising, examining their importance, strategies, and impact on consumer buying behavior. It aims to understand how effective advertising supports sales

growth and how integrated marketing efforts contribute to achieving organizational goals, customer satisfaction, and long-term business success.

IMPORTANCE OF ADVERTISING:

Advertising plays a vital role in the success and growth of any business organization. It serves as an effective communication tool that helps create awareness about products and services among potential customers. Through advertising, companies can inform consumers about product features, benefits, prices, and special offers, thereby influencing their purchasing decisions. Advertising helps build a strong brand image, enhances customer trust, and differentiates a company's products from those of competitors. It also supports sales promotion activities, increases market reach, and attracts new customers while retaining existing ones. In today's competitive business environment, advertising is essential for introducing new products, expanding into new markets, and maintaining customer loyalty. Furthermore, effective advertising contributes to increased sales, higher profitability, and overall business growth, making it an indispensable component of modern marketing strategies.

NEED FOR THE STUDY

The study on sales and advertising is essential to understand the role of advertising in influencing consumer behavior and improving sales performance. In today's highly competitive market environment, businesses must adopt effective advertising strategies to attract customers, create brand awareness, and increase product demand. This study helps identify the effectiveness of various advertising media and promotional techniques in reaching target customers and achieving organizational objectives. It also provides insights into customer preferences, purchasing patterns, and the impact of advertising on buying decisions. Furthermore, the study enables organizations to evaluate the return on investment from advertising activities and develop better marketing strategies for enhancing sales and customer satisfaction. Understanding the relationship between sales and advertising is crucial for businesses seeking sustainable growth, competitive advantage, and long-term success in the marketplace.

SCOPE OF THE STUDY

The scope of this study is to examine the relationship between sales and advertising and to analyze how advertising activities influence consumer buying behavior and sales performance. The study covers various advertising methods, including traditional media such as television, radio, newspapers, magazines, and outdoor advertising, as well as modern digital platforms such as social media, websites, and online marketing. It focuses on understanding customer awareness, preferences, and responses to advertising campaigns. The study also evaluates the effectiveness of different advertising strategies in promoting products, enhancing brand image, increasing market reach, and improving sales volume. Furthermore, it provides insights into the role of advertising in creating customer satisfaction and loyalty, helping organizations develop more effective marketing and sales strategies for achieving business growth and competitive advantage.

OBJECTIVES OF THE STUDY

1. To study the role of advertising in increasing sales performance and business growth.
2. To analyze the impact of advertising on consumer buying behavior and purchasing decisions.
3. To evaluate the effectiveness of different advertising media and promotional techniques.
4. To examine the relationship between advertising activities and customer awareness.
5. To identify the factors that influence customers' responses to advertisements.
6. To assess the contribution of advertising in building brand image and customer loyalty.
7. To determine the effectiveness of advertising in attracting new customers and retaining existing customers.
8. To study customer preferences regarding various advertising channels such as television, print media, and digital platforms.
9. To understand how advertising helps organizations gain a competitive advantage in the market.
10. To provide suggestions for improving advertising strategies to enhance sales and customer satisfaction.

II. RESEARCH METHODOLOGY

Marketing research requires systematic data collection and analysis. The study uses both primary and secondary data sources.

Sources of Data

1. Internal Sources

- Company records
- Sales reports
- Financial statements
- Internal databases

2. External Sources

Primary Data

Primary data was collected using a structured questionnaire specifically designed for the study. The questionnaire included both open-ended and closed-ended questions divided into two sections for better data organization.

Secondary Data

Secondary data was collected from:

- Company website
- Official reports
- Magazines and journals
- Company brochures and catalogues

METHOD OF RESEARCH

Survey Method

The survey method was adopted to collect primary data directly from respondents. Personal interviews were conducted to gather accurate and reliable information.

Sampling

Sampling involves selecting a representative portion of the population to draw conclusions.

Sample Size

- Total respondents: 100

Sampling Plan

- **Sampling Unit:** Business people and professionals.
- **Sampling Procedure:** Stratified Random Sampling.
- **Sampling Method:** Random Sampling Method, where each respondent had an equal chance of selection.

LIMITATIONS

1. The study is limited to a specific geographical area and may not represent the views of customers in other regions.
2. The findings are based on the responses provided by the selected respondents and may be subject to personal bias.
3. The accuracy of the study depends on the honesty and understanding of the respondents while answering the questionnaire.
4. Due to time constraints, the study covers only a limited sample size, which may affect the generalization of the results.
5. The study focuses mainly on advertising and sales activities and does not consider all other factors influencing consumer buying behavior.
6. Changes in market conditions, consumer preferences, and advertising trends during the study period may affect the results.
7. Financial and resource limitations restricted the collection of data from a larger population.

8. The study considers only selected advertising media and may not cover all available promotional channels.

III. REVIEW OF LITERATURE

Advertising is a strategic communication process used by organizations to inform, persuade, and remind customers about their products, services, or ideas. It plays a critical role in shaping consumer perceptions, influencing buying behavior, and building long-term brand equity.

In the present competitive business environment, advertising has evolved from simple product announcements to highly integrated marketing communication systems that combine traditional and digital platforms. Organizations today focus not only on selling products but also on creating meaningful customer relationships through consistent brand messaging.

Advertising can serve both commercial and non-commercial purposes. While business organizations use advertising to increase sales and market share, governments and non-profit institutions use it to promote public awareness campaigns related to health, education, and social responsibility.

History

In the contemporary business environment, advertising has undergone a major transformation driven by digital technology, artificial intelligence, and data analytics. Global advertising expenditure has crossed approximately \$700 billion, with digital advertising accounting for more than two-thirds of total spending. Social media platforms, short-form video content, influencer marketing, and programmatic advertising now dominate marketing strategies. Companies increasingly rely on AI-powered tools to personalize advertisements, analyze consumer behavior, and optimize campaign performance in real time. Mobile advertising has gained exceptional growth due to increased smartphone penetration and 5G connectivity. Additionally, brands are focusing on experiential marketing, augmented reality (AR), and interactive campaigns to enhance customer engagement. Unlike traditional mass advertising, modern advertising emphasizes targeted communication, measurable outcomes, customer-centric strategies, and ethical data usage. This shift highlights how advertising has evolved from simple promotional messages to a highly strategic, technology-driven communication system aimed at building long-term customer relationships and sustainable brand value.

Public Service Advertising

(PSA) refers to the use of advertising techniques to inform, educate, and influence public attitudes toward social, environmental, and community issues rather than to promote commercial products. It plays a vital role in addressing national and global challenges such as public health awareness, climate change, gender equality, road safety, digital literacy, mental health, and disaster preparedness.

In the modern era, PSA campaigns have evolved from traditional radio and television broadcasts to integrated multi-platform communication strategies. Governments, non-governmental organizations (NGOs), international bodies, and corporate foundations now utilize digital media, social networking platforms, influencer collaborations, and mobile-based messaging systems to maximize reach and engagement.

Public service advertising is also closely linked with concepts such as:

- Social marketing
- Cause-related marketing
- Public interest communication
- Behavioral change communication

Unlike commercial advertising, the primary objective of PSAs is social impact rather than profit generation. However, the communication strategies used—emotional appeal, storytelling, celebrity endorsement, and persuasive messaging—are often similar to those used in commercial campaigns.

Regulatory Framework and Broadcasting Requirements

In the United States, the **Federal Communications Commission** (FCC) requires broadcast license holders to operate in the “public interest, convenience, and necessity.” While there is no fixed quota for PSAs, broadcasters are expected to allocate airtime for socially beneficial messaging. Historically, many PSAs were

aired during non-prime hours; however, with growing public accountability and digital transparency, organizations now prioritize high-visibility placements to ensure broader impact.

The **Ad Council**, originally established during World War II as the War Advertising Council, remains one of the largest producers of public service campaigns in the United States. It has led nationally recognized initiatives on road safety, disaster relief, education, and environmental protection. One of the longest-running campaigns includes Smokey Bear, promoting wildfire prevention awareness.

Growing Importance of PSAs

Recent global crises—such as pandemics, climate emergencies, and cyber security threats—have increased the strategic importance of public service advertising. Governments and institutions now recognize that effective communication can significantly influence public behavior and policy compliance.

Modern PSAs focus on:

- Behavioral change rather than simple awareness
- Measurable social impact
- Cross-platform integration
- Transparency and credibility
- Ethical messaging

Public service advertising has therefore become a critical communication tool that bridges the gap between policy decisions and public participation.

Marketing mix

The marketing mix has been the key concept to advertising. The marketing mix was suggested by professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the four P's Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer like distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to go out and buy the product.

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.

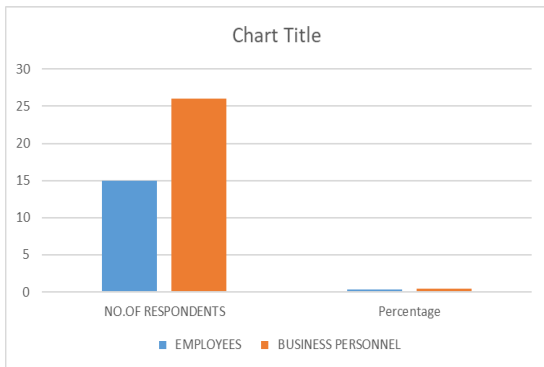
- Verbal and Visual Images

IV. DATA ANALYSIS AND INTERPRETATION

Awareness of Airtel Advertising

Response	No. of Respondents	Percentage
Yes	92	92%

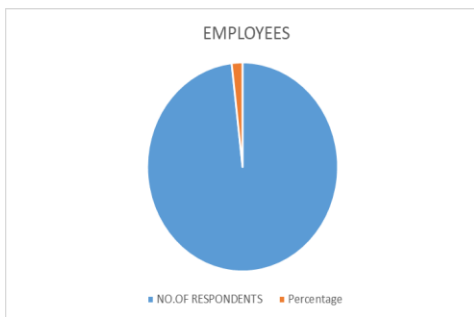
No	8	8%
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Interpretation:

92% of respondents are aware of Airtel advertisements. This indicates strong advertising reach and effective promotional campaigns across media platforms.

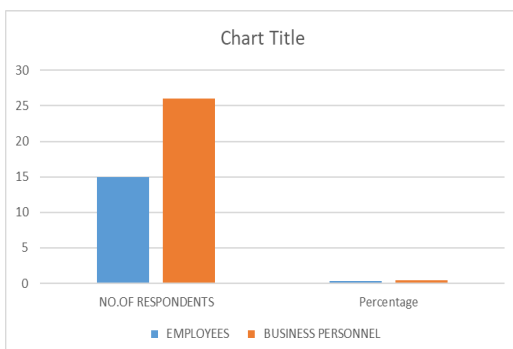
Response	Respondents	Percentage
Yes	68	68%
No	32	32%



Interpretation:

68% of respondents stated that advertising influenced their decision to choose Airtel services. This shows advertising plays a strong role in customer acquisition.

Level of Satisfaction	Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	46	46%
Neutral	18	18%
Dissatisfied	8	8%



Interpretation:

74% of respondents are satisfied or highly satisfied. This reflects that Airtel's sales promises and advertising messages align well with actual service delivery.

V. FINDINGS

- Although Airtel has strong brand recognition, certain customer segments feel that advertising messages are not effectively reaching rural and semi-urban populations.
- Some respondents believe that advertisements lack clarity and simplicity, making them difficult to understand.
- Promotional activities targeted at retailers and end customers are perceived as limited compared to competitors.
- Customers expect more reward-based promotional schemes such as loyalty gifts and cashback incentives.
- Airtel relies heavily on digital and television media, while alternative advertising channels (local campaigns, regional events, grassroots marketing) require improvement.
- Branding and recharge voucher design can be made more visually appealing and informative.
- Network connectivity in certain rural and remote villages requires further expansion.
- Prepaid customers feel that talk-time value and data benefits could be enhanced.
- Field-level promotional activities such as roadshows and local awareness programs are limited.
- Marketing personnel require continuous training to provide updated product knowledge to customers and retailers.
- Personal selling and direct customer engagement need strengthening, particularly in rural markets.

VI. SUGGESTIONS

- Enhance rural and semi-urban advertising campaigns through localized marketing strategies.
- Simplify advertising messages to ensure clarity and easy understanding for all customer groups.
- Introduce attractive customer loyalty programs, reward points, and festival-based promotional gifts.
- Expand the use of diversified advertising media such as influencer marketing, local sponsorships, and community engagement programs.
- Improve packaging and recharge communication materials to make them more visually appealing and informative.
- Accelerate network expansion in underserved rural areas to strengthen service coverage.
- Increase prepaid talk-time value and data benefits to enhance customer satisfaction.
- Conduct regular roadshows, awareness drives, and retail engagement programs to increase brand visibility.
- Provide structured training programs for marketing and sales personnel to enhance product knowledge and communication skills.
- Strengthen personal selling efforts by direct interaction with customers and retailers.
- Introduce flexible low-value recharge options (micro-recharges) to attract price-sensitive segments.
- Launch segmented plans tailored for students, professionals, women, and senior citizens to increase market penetration.
- Offer competitive tariff plans while maintaining service quality to improve market share.

VII. CONCLUSION

From the study, it can be concluded that effective sales growth in the telecom sector depends largely on strong advertising strategies, customer-oriented promotional activities, and consistent service quality. While **Bharti Airtel Limited** maintains a strong market presence and brand image, improvements in rural outreach, personalized promotions, and customer engagement can further enhance sales performance.

Advertising, when combined with strategic sales promotions and superior service delivery, creates sustainable competitive advantage. Continuous innovation in marketing communication and customer satisfaction initiatives will support long-term growth and market leadership.

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