

ANALYZING THE IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR WITH REFERENCE TO 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.

I. 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 in 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.

PUBLICITY

The publicity is derived as “Any form of commercially significant news about a product, and institution, a service, or a person published in a space or radio i.e. not paid for by the sponsor”. In short advertisement is paid form of publicity. It is to be noted here that though the terms ‘ADVERTISING ‘ AND ‘ Publicity’ or differences in the field of marketing, both are used interchangeably.

The media are broadly classified into direct indirect. Direct method of advertising refers to such methods used by the advertiser with which he could established a direct contact with the prospects. Most of the media are indirect in nature EX: Free Publicity, cinema, etc.

OBJECTIVES

- To analyze the impact of advertising on customer buying behavior.
- To examine how advertisements influence customer awareness of products and brands.
- To study the role of advertising in creating customer interest and purchase intention.
- To evaluate the effectiveness of different advertising media in reaching customers.
- To identify the factors in advertisements that attract customers the most.
- To assess the influence of advertising on customer preferences and brand loyalty.
- To understand customer perceptions and attitudes towards advertisements.
- To examine the relationship between advertising and customer satisfaction.
- To measure the extent to which advertising affects purchasing decisions.
- To provide suggestions for improving advertising strategies to attract and retain customers.

II. 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.

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.

III. REVIEW OF LITERATURE

Advertising

Advertising is one of the most important marketing tools used by organizations to communicate with customers and promote their products and services. It helps businesses create awareness, provide information, and persuade customers to purchase products. In today's highly competitive market, advertising plays a vital role in influencing consumer attitudes, preferences, and buying decisions.

Customers are exposed to various forms of advertising through television, radio, newspapers, magazines, billboards, websites, and social media platforms. Effective advertising not only informs customers about product features and benefits but also creates a positive image of the brand. Through attractive messages, creative visuals, and persuasive communication, advertisements can significantly influence customer perceptions and purchasing behavior.

The impact of advertising on customers has become a major area of study because consumer buying behavior is influenced by numerous factors, including advertising exposure. Advertisements help customers recognize their needs, compare alternatives, and make informed purchase decisions. They also contribute to building brand awareness, customer loyalty, and long-term relationships between companies and consumers.

Public service advertising

The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes." Attributed to Howard Gossage by David Ogilvy.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of more than one government. During WWII President Roosevelt commissioned the creation of The War Advertising Council (now known as the Ad Council) which is the nation's largest developer of PSA campaigns on behalf of government agencies and non-profit organizations, including the longest-running PSA campaign, Smokey Bear.

Types of advertising

Advertising can be classified into various types based on the medium used, target audience, and purpose of communication. The major types of advertising are as follows:

1. Print Advertising

Print advertising is one of the oldest forms of advertising. It includes advertisements published in newspapers, magazines, brochures, flyers, and journals. It is effective for reaching a large audience and providing detailed information about products and services.

2. Television Advertising

Television advertising uses audio and visual elements to promote products and services. It has a wide reach and can create a strong impact on viewers through attractive visuals, sound, and storytelling.

3. Radio Advertising

Radio advertising involves promoting products and services through radio broadcasts. It is cost-effective and useful for reaching local audiences. Advertisements are delivered through voice, music, and sound effects.

4. Outdoor Advertising

Outdoor advertising includes billboards, posters, banners, hoardings, transit advertisements, and digital displays placed in public locations. It helps create brand awareness among people traveling or moving around urban areas.

5. Digital Advertising

Digital advertising refers to advertisements displayed on the internet through websites, search engines, mobile applications, and online platforms. It enables businesses to target specific customer groups effectively.

6. Social Media Advertising

Social media advertising is conducted through platforms such as Facebook, Instagram, X (Twitter), LinkedIn, and YouTube. It allows businesses to engage directly with customers and promote products through sponsored posts, videos, and interactive content.

7. Search Engine Advertising

This type of advertising appears on search engine results pages. Businesses pay to display their advertisements when users search for relevant keywords. It helps attract potential customers actively looking for products or services.

8. Direct Mail Advertising

Direct mail advertising involves sending promotional materials such as catalogs, brochures, postcards, and letters directly to customers. It provides personalized communication and targeted marketing.

9. Mobile Advertising

Mobile advertising includes advertisements delivered through smartphones and tablets via mobile apps, SMS messages, websites, and social media platforms. It reaches customers anytime and anywhere.

10. Influencer Advertising

Influencer advertising uses popular social media personalities, bloggers, or content creators to promote products and services. It helps build trust and credibility among followers.

11. Product Advertising

Product advertising focuses on promoting specific products and their features, benefits, quality, and uses to encourage customer purchases.

12. Institutional Advertising

Institutional advertising aims to create a positive image of an organization rather than promoting a specific product. It enhances the company's reputation and goodwill among the public.

13. Informative Advertising

Informative advertising provides customers with information about new products, features, prices, and benefits. It is commonly used during product launches.

14. Persuasive Advertising

Persuasive advertising attempts to influence customer preferences and convince them to choose a particular brand over competitors.

15. Reminder Advertising

Reminder advertising helps customers remember a product or brand. It is generally used for well-established products to maintain customer loyalty and repeat purchases.

IV. DATA ANALYSIS AND INTERPRETATION

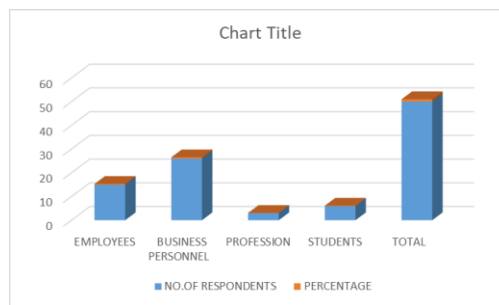
ANALYSIS

THE ANALYSIS TYPES OF CONSUMERS OF PURCHASE OF

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

AIRTEL

Table : 1



Graph 1:

Interpretation:

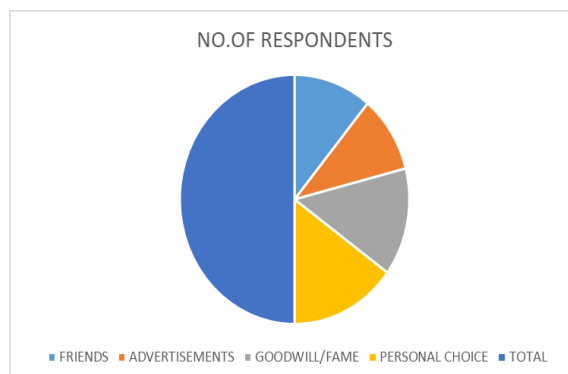
According to my survey, it can be seen from the above table that indicates Employees 15 (30%), Business Personnel 26 (52%), Profession 3 (6%) and Students 6 (12%), are preferring to purchase AIRTEL.

ANALYSIS OF REPRESENTING INFLUENCING FACTORS TO

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

PURCHASE OF AIRTEL

Table 2



Graph 2

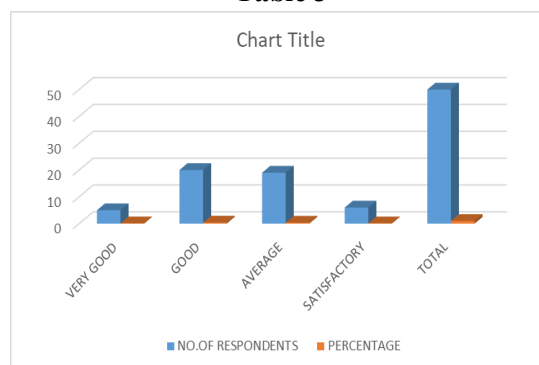
Interpretation

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

V. FINDINGS

- The company is advertisement is not reaching to all people because of the communication system is not available to rural area.
- 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 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.

VI. 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.,

VII. 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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