

SALES AND ADVERTISEMENT RELATIONSHIP FOR SELECTED COMPANIES

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ABSTRACT

A sale is completed by the seller or the provider of the goods or services to an acquisition or appropriation or request followed by the passing of title (property or ownership) in the item and the application and due settlement of a price, the due of or any claim upon the item. The purchaser, though a party to the sale, does not execute the sale, only the seller does that. To be precise the sale completes prior to the payment and gives rise to the obligation of payment. If the seller completes the first two above stages (consent and passing ownership) of the sale prior to settlement of the price, the sale is still valid and gives rise to an obligation to pay

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

Introduction of the topic:-

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 viewpoints 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 thirst 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.

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.

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-ordination ate 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:

PUBLICITY

The publicity is derived as "Any form of commercially significant news about a product, and institution, a service, or a person published I 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.

NEED OF THE STUDY

- Customer satisfaction is the most important objective for any providing concern to successfully market it's products.
- The research work has been therefore selected in this area.
- The company which produces products will not give life to sustain in competition without sales of products.
- Sales are important function of the manufacturing company to get profits.
- Through sales only wealth maximization if possible.
- Advertising is also one of the important functions in marketing.
- Through Advertising only one company can sell its products. Here the distribution channels contain the dealers.
- Distribution is also one of the important function in marketing. Through distribution only one company can sell it's products.
- Who are very near to the customers and act as middlemen between the organizations. So there is a need to study sales and distribute on strategies.
- Distribution system includes distribution channels.
- Distribution system is necessary for smooth flow of goods.
- Advertising system includes Advertising channels. Which are sets of independent organizations involves in the process of making a product (or) a service available for the consumption. Advertising network is necessary for smooth flow of goods.

SCOPE OF THE STUDY

The study aims to continuous achievement of advertising impact on customers in **Bharti Airtel Limited**. The area within which the study was conducted regarding the information is based on the primary data which is collected in the form of questionnaire and the Secondary data which is of book "Principle of marketing" and from www.airtelindia.com. To sum up the project had within the scope of the study in the area of Advertising impact on customers of **Bharti Airtel Limited** for a particular time period.

This investigation is utilised to understand the circulation followed in tele industry with exceptional reference to Bharthi Airtel Limited. This investigation is utilized to understand how the Airtel Services of the provider in such a way that the services are available to the final users and gets used.

This investigation is utilized to understand the continuous achievement of advertising impact on customers in Bharthi Airtel Limited. The Inferences from the study are based on the responses given by the consumers in **Bharti Airtel Limited**. This study will be helpful in getting an insight into the perception of Customers on Advertisements.

OBJECTIVES OF THE STUDY

- To know the customer's opinion about Advertising of **Bharti Airtel Limited on different types of Plans 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 of the customers of **Bharti Airtel Limited**.
- To know the level of Advertisement which can be reachable to the public?
- To study the impact of advertisements on the costumers in **Bharti Airtel Limited**.

- Impact of advertisements on the customers buying in **Bharti Airtel Limited**.
- To evaluate the role of advertisements in the common man's life.
- To study factors affecting the customer buying process with respect to advertisements.
- To know the satisfaction of customers on Airtel plans provided when compared to other competitors.

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 outline 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 OF THE STUDY

- Time is the main limitation for the study, as project was restricted only for 45 days.
- The methods used in this project are random sampling methods and results obtained may not be fully accurate and believable.
- The research has been centered to only the Customers of Airtel, rather than innumerable Customers dealing with different products of different Brands across the globe.
- The analysis is purely based on closed ended questions and due to their deliberate manipulation, important information may be lost and even barriers of communication would cause a limitation.
- The whole project research was confined to only customers of Airtel
- 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.
- The dealers responded during the survey were possessing primary education and their views would not be able to provide the required information.
- During the study time was the major constraint faced by the researcher, due to short time period the researcher had covered the behaviors of the people at a particular time.
- The other limitation in this research was of limited area as this research comprises only in the Hyderabad premises so it does not represent the whole population.
- The tenth limitation was resources prohibited to take the large sample size and the brands choosen for this research were limited.

III. REVIEW OF LITERATURE

TITLE: ADVERTISING VS SALES PROMOTION: A BRAND MANAGEMENT PERSPECTIVE

AUTHOR : George S. Low, Jakki J. Mohr

Abstract

Brand managers in packaged goods firms are under pressure to increase or maintain high sales promotion spending at the expense of media advertising. This study investigates the antecedents and outcomes of brand managers' advertising and sales promotion budget allocations by adopting a bounded rationality perspective. Based on survey data collected from 165 brand managers in the USA, higher advertising (vs sales promotion) allocations are associated with: single, relatively high priced brands in the early phases of the product life cycle; and more experienced brand managers who are subject to less retail influence. Also, brands with higher budget allocations to advertising, relative to sales promotion, tend to have more favorable consumer attitudes, stronger brand equity, and higher market share increases and profits. Managerial implications and areas for future study are discussed

TITLE: THE EFFECT OF ADVERTISING ON SALES AND BRAND SHARES**AUTHOR : J.M. Samuels****Abstract**

Tests a new series of models which attempt to describe the relationship between advertising and sales. Describes an attempt to obtain information of this kind by investigating the effect of advertising on sales and brand shares. States that a number of researchers are now attempting to develop models to explain the workings of the market for a particular product. Emphasises that the prime area of interest of the study is the effect of advertising on sales and brand shares. States the study does not have the objective of constructing a complete marketing model involving all the variables that are thought to influence a brand's share of a product. Concludes that many results herein are disappointing, but it is perhaps too optimistic to expect the models dealt with earlier to be successful.

TITLE: THE EFFECTS OF ADVERTISING MEDIA ON SALES OF INSURANCE PRODUCTS: A DEVELOPING-COUNTRY CASE**AUTHOR : S.A. Aduloju, A.O. Odugbesan, S.A. Oke****Abstract**

Characterized by declining goodwill and exemplified sharp drop in gross premium, the Nigerian insurance industry, in recent times, has experienced turbulent economic challenges that necessitated re-engineering of its core activities. However, advertising and sales are core activities, which are important predictors of stability and growth in the insurance industry. Consequently, the purpose of this paper is to examine the impact of advertising on sales of insurance products.

TITLE: DOES ADVERTISING WORK: A REVIEW OF THE EVIDENCE**AUTHOR : Peter Kim****Abstract**

Examines the effectiveness of advertising in the light of the shift of marketing budgets in favour of promotions. Discusses the reasons for this shift and summarizes studies which show that advertising does work, especially during recessions. Concludes that advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term.

TITLE: THE CYCLICAL EFFECT OF ADVERTISING: IS REDUCING RESTAURANT ADVERTISING APPROPRIATE IN PERIODS OF ECONOMIC CONTRACTION?**AUTHOR : Kwangmin Park , SooCheong (Shawn) Jang****Abstract**

The purpose of this paper is to provide an understanding of the effects of advertising based on economic cycles. To comprehend advertising effects in the restaurant industry from an economic cycle perspective, this study investigated both short- and long-run advertising effects under periods of economic contraction and expansion and compared those effects between the two economic periods.

IV. DATA ANALYSIS AND INTERPRETATION

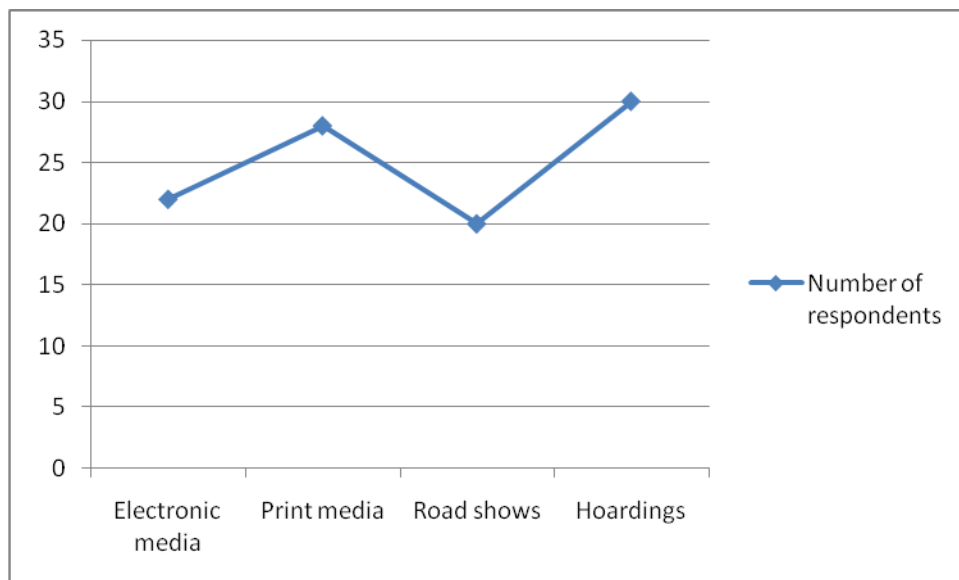
1) How did the customers come to know about Bharti Airtel Limited?

TABLE -4.1

SL. NO	OPTIONS	NUMBER OF RESPONDENTS	% NUMBER OF RESPONDENTS
1	Electronic media	22	22%
2	Print media	28	28%
3	Road shows	20	20%
4	Hoardings	30	30%
	Total	100	100%

Knowing about the product:

GRAPH -4.1



Interpretation:

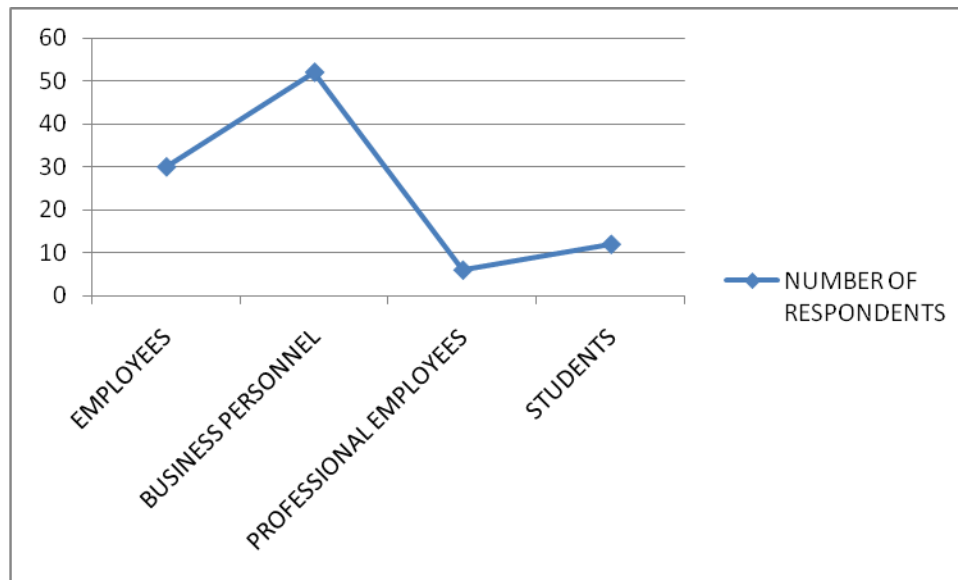
According to my survey, it can be concluded that 30% of the respondents came to know about **Bharti Airtel Limited** from hoardings, while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding **Bharti Airtel Limited**.

2. Which type of customers purchase Airtel Plans?

TABLE -4.2

SERIAL NO	TYPES OF CUSTOMERS	NUMBER OF RESPONDENTS	% NUMBER OF RESPONDENTS
1	EMPLOYEES	30	30%
2	BUSINESS PERSONNEL	52	52%
3	PROFESSIONAL EMPLOYEES	6	6%
4	STUDENTS	12	12%
	TOTAL	100	100%

GRAPH - 4.2



Interpretation:

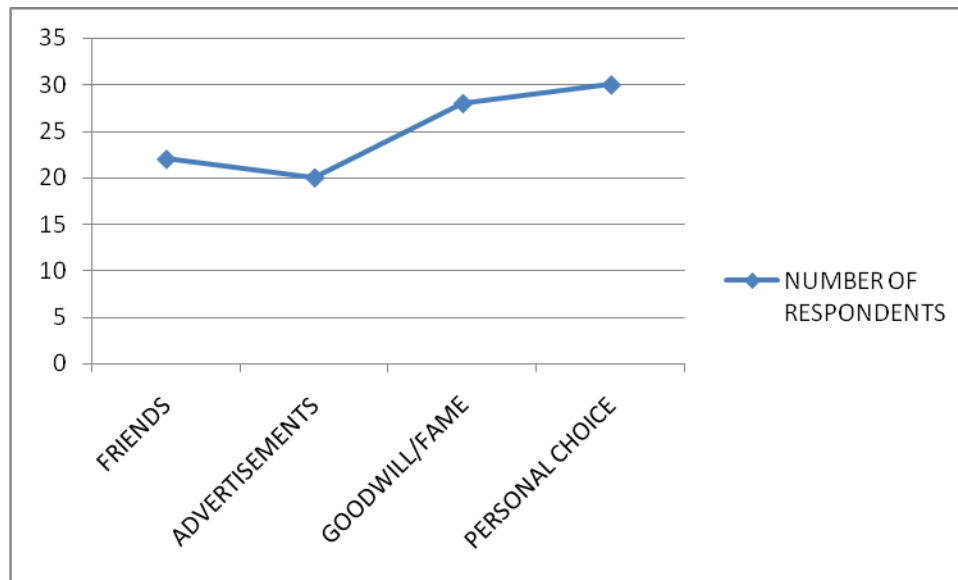
According to my survey, it can be concluded that about 52% of the respondents are business personnel, 30% of the respondents are employees, 12% of the respondents are students, 6% of the respondents are professional employees who purchase Airtel plans.

3. What are the factors which are influencing Airtel Plans?

TABLE -4.3

SERIAL NO	FACTORS	NUMBER OF RESPONDENTS	% NUMBER OF RESPONDENTS
1	FRIENDS	22	22%
2	ADVERTISEMENTS	20	20%
3	GOODWILL/FAME	28	28%
4	PERSONAL CHOICE	30	30%
	TOTAL	100	100%

GRAPH - 4.3



Interpretations:

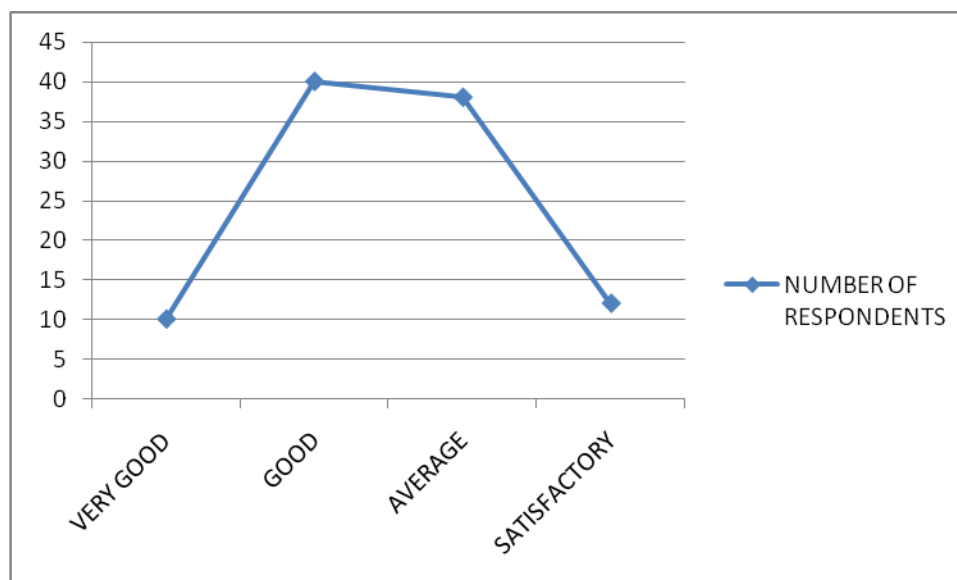
According to my survey, it can be seen that about 30% of the respondents are influenced to purchase Airtel plans due to their personal choice, 28% of the respondents are influenced by goodwill/fame of Bharti Airtel Limited, 22% of the respondents are influenced by friends to purchase Bharti Airtel plans, 20% of the respondents are influenced by friends.

4. What is the level of satisfaction of the customers towards the purchase of Airtel?

TABLE -4.4

SERIAL NO	ATTRIBUTES	NUMBER OF RESPONDENTS	% NUMBER OF RESPONDENTS
1	VERY GOOD	10	10%
2	GOOD	40	40%
3	AVERAGE	38	38%
4	SATISFACTOR Y	12	12%
	TOTAL	100	100%

GRAPH – 4.4



Interpretation:

According to my survey, it can be concluded that above 40% of the respondents are feeling as good, 38% of the respondents are feeling as average, 10% of the respondents are feeling very good, 12% of the respondents are feeling satisfactory when they are purchasing the Airtel.

V. FINDINGS

- The company's 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 has to implement the plans, additional features should be developed 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.

- The respondents are using **Bharti Airtel Limited** since 1year and below 1year in most of the cases.
- The services provided by **Bharti Airtel Limited** is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by Brand image.
- Customer's satisfaction of the respondents towards **Bharti Airtel Limited** is high; however a significant number of the respondents are dissatisfied with its services.
- 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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