

A STUDY ON ADVERTISING EFFECTIVENESS OF RKG GHEE

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Abstract

This study seeks to demonstrate the advertising simultaneously on consumer's purchasing behaviour. It requires several months to accumulate data and information through questionnaire which are the primary basis of this study work. This study also found that advertising is much more effective. Advertising is a prominent feature of modern business operations. One can encounter advertising messages, while watching TV, reading magazines, listening to the radio, surfing the internet, or even simply while walking down the street, as advertisement has a stimulating influence on purchasing behavior of the customer. The role of this mass mode of communication in creating brand loyalty.

Introduction

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of this mass mode of communication in creating brand loyalty. Satisfied customers are most likely to share their experiences with other people. For collected data this research is used questionnaire. Data collected using the SPSS software two sections were analyzed using percentage and chi-square.

Basic Features of Advertising

On the basis of various definitions it has certain basic features such as:

1. It is a mass non-personal communication.
2. It is a matter of record.
3. It persuades buyers to purchase the goods advertised.
4. It is a mass paid communication.
5. The communication media is diverse such as print (newspapers and magazines)
6. 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 induced to act upon it.

Functions of Advertising

Advertising can also help to convince potential buyers that a firm's product or service is superior to competitors product in make in quality, in price etc. it can create brand image and reduce the likelihood of brand switching even when competitors lower their prices or offer some attractive incentives.

Advertising is particularly effective in certain other spheres too such as:

- i) When consumer awareness of products or service is at a minimum.
- ii) When sales are increasing for all terms in an industry.
- iii) When a product is new and incorporates technological advance not strong and.
- iv) When primary buying motive exists.

It performance the following functions

- i) Promotion of sales
- ii) Introduction of new product awareness.
- iii) Mass production facilitation
- iv) Carry out research
- v) Education of people.

ADVERTISING OBJECTIVES

1. To do the entire selling job (as in mail order marketing).
2. To introduce a new product (by building brand awareness among potential buyers).
3. To force middlemen to handle the product (pull strategy).
4. To build brand preference 9by making it more difficult for middleman to sell substitutes).
5. To remind users to buy the product (retentive strategy).
6. To publicize some change in marketing strategy (e.g., a price change, a new model or an improvement in the product).
7. To provide rationalization (i.e. Socially acceptable excuses).
8. To combat or neutralize competitors advertising.
9. To improve the moral of dealers and/or sales people (by showing that the company is doing its share of promotion).
10. To acquaint buyers and prospects with the new uses of the product (to extend the PLC).

STAGE IN ADVERTISING

1. Identifying and analyzing the advertising.
2. Defining advertising objects.
3. Creating the advertising platform.
4. Determining the advertising appropriation.
5. Selection media plan.
6. Creating the advertising message.
7. Evaluating the effectiveness of advertising.
8. Organizing of advertising campaign.

STATEMENT OF THE PROBLEM

Through this report to find out how the customers are influenced by the advertisements especially of RKG products. So the statement of the project would be “**A Study on Advertising Effectiveness of RKG Ghee, Kangeyam**”. In today’s media landscape where it’s very difficult to shape consumers attitude. Advertisement effectiveness conveys different meanings to different groups. To the writer or artist, effective advertising is that which communicates the desired message. While to the media buyer, effective advertising is that which reaches to prospective buyers a sufficient number of times.

OBJECTIVES OF THE STUDY

- Determine the effectiveness of advertising on reach and creation of awareness
- To know the most effective media of advertisement
- To find out the reasons for liking the advertisement of for ghee products of RKG brand.
- To know about the level of advertisement influence to purchase decision.
- To suggest means to make advertisement more effective.

SCOPE OF THE STUDY

- The study will attempt to find out the advantages level of products.
- The study can help to find out whether the advertisement is reached the target audience.
- The advertiser can identify the gap of improvement themselves.
- The study can find out whether the advertisement was educating the customer in right way or not.

RESEARCH METHODOLOGY

Descriptive Research

Descriptive Research is used in this study as the main aim is to describe characteristics of the phenomenon or a situation. The type of research is descriptive. Descriptive research includes surveys and fact findings enquire of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

Sampling

The sampling method that used in collecting data is Purposive Sampling method. Questionnaires are distributed to the respondents. This sampling is a type of non-probability sampling which involves the sample being choose the respondent related to the purpose of research. This sampling technique produces an accurate finding. Beside that it gave better outcome.

Sample size:

The total members of respondents are termed as sample size. The sample size for this analysis is 200 respondents.

TOOLS OF THE STUDY

It involves tabulation of data, using statistical measures on them for developing frequency distributions and calculating the **percentage and chi-square test**. Tools used to

analysis the primary data collected is percentage method. Total respondents are 200 and the number of response to various criteria is converted in percentage.

FINDINGS

- 40% of the respondents are the age group between 31 to 40 years.
- 39% of the respondents are belonging to the college level.
- 81% of the respondents are Like most to seen the RKG advertisement.
- 90% of the respondents are of opinion that they have seen the advertisement on TV.
- 49% are of view that there is 2 type of advertisement
- Majority (60%) of respondents are of the view that advertisement is very necessary
- Majority 45% of the respondents are like the advertisement because of it has celebrities.
- Majority 61% of the respondents were getting knowledge about the product.
- Majority 66% of the respondents the advertisement has forced to consume the product.
- Majority 86% of the respondents TV is the best media for presenting the RKG advertisement
- 43% of the respondents say that the advertisement was interesting. It is influence to purchase the product.
- 35% of the respondents give the preference to Brand name
- Majority 58% of the respondents are satisfied the purchase of the product.
- Majority 37% of the respondents are loyal to the brand
- Majority 41% of the respondents say that the RKG advertisement massage is Product of high quality
- Majority 53% of the respondents are satisfied to the RKG advertisement.
- Majority 24% of the respondents are opinion to describe the message unique.
- Majority 97% of the respondents are recommending the RKG product to others.
- 🌿 The above table shows that 56% of respondents said Yes and 44% of respondents said No.
- 🌿 The above table shows that 76% of respondents said No and 24% of respondents said Yes.
- 🌿 The above table shows that 74% of respondents not said needs of special training and 26% of respondents said needs of special training.

- ✿ The above table shows that 86% of respondents said Yes interested to attend new jobs and 14% of respondents said No interested to attend new jobs.
- ✿ 75% of the respondents under the years of experience above 21 years
- ✿ 80% of the respondents agree with their canteen facilities
- ✿ 70% of the respondents agree with their ambulance facility
- ✿ 75% of the respondents agree with their first-aid/ medical facility
- ✿ 75% of the respondents agree with their insurance coverage is very useful
- ✿ 75% of the respondents agree with their compensation is given to the needed by the company
- ✿ 90% of the respondents agree with their festival advance given is satisfactory
- ✿ 65% of the respondents agree with the quarters provided in subsidized rate
- ✿ 50% of the respondents agree with the incentives schemes
- ✿ 85% of the respondents were travel in company bus
- ✿ 40% of the respondents agree with the refreshment provided during the break time
- ✿ 45% of the respondents satisfied with the marriage gift given by the company
- ✿ 85% of the respondents agree with their education award given to his children
- ✿ 85% of the respondents agree with satisfaction level of existing job
- ✿ 80% of the respondents agree with the environment of working place
- ✿ 65% of the respondents were job satisfaction with job security
- ✿ 85% of the respondents agree with achieve organizational goals
- ✿ 65% of the respondents were always is satisfaction of superiors
- ✿ 60% of the respondents agree with their opportunities provided by management pursue higher studies
- ✿ 70% of the respondents said yes suggestions scheme in the organization
- ✿ 65% of the respondents agree with the award given for valuable suggestion
 - 45% of the respondents were got above all which of the following area the management has too improve upon

SUGGESTIONS

- Advertisement should not be too expensive, because the advertisement leads and Increase the prize of the product.
- Media should be selected according to the choice of customers.

- In rural areas media should be according to the choice of the people.
- To give more attention in making the advertisement to make it effective for the sale of product
- It should be attractive one so that people are attracted toward the advertisement.
- The company is advertising their product to all media. It is easily to reach the customers.

CONCLUSION

The study reveals that **ADVERTISING EFFECTIVENESS OF RKG GHEE.** however slight changes to this system would provide benefits to the company through there is prevailing gaps in the opinion among the senior executives, officers, engg and trainees. It cannot be said that there exists dissatisfaction. Incorporating changes as per the suggestions would help the concern is due to the highly devoted HR the success of the concern in the field of business have increased the expectation & aspiration level of human resource. Mere difference in the opinion does not mean that there is a dissatisfaction of all regards. No doubt that any company would take care of welfare of HR & thus will prove their success in the years to come.

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