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A STATISTICAL STUDY ON ADVERTISING EFFECTIVENESS OF COLD DRINKS IN CHINNATHIRUPATHY, SALEM DISTRICT

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ABSTRACT

Marketer's survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, advertising plays a major role. Nearly everyone in the modern world influence to some degree by advertising. Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. In this paper to analyse the influences of advertisement, in consumer brand preference, towards soft drinks product in Chinnathirupathy, Salem District, Tamilnadu.

KEYWORDS

advertisement, brand preference, marketing and soft drink.

1. INTRODUCTION

The word advertising is derived from the Latin word viz, "advertero", "ad" meaning towards and "verto" meaning towards and "verto" meaning. "I turn" literally specific thing ". Simply stated advertising is the art "says green." Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy". American marketing association has defined advertising as "any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. The medium used are print broad cast and direct. Stanton deserves that "Advertising consists of all the activities involved in presenting to a group a non- personal, oral or visual openly, sponsored message regarding a product, service, or idea. This message called an advertisement is disseminated through one or more media and is paid for by the identified sponsor.

Advertising is any paid from of non-personal paid of presentation of ideas goods or services by an identified sponsor. Advertising is a "non- personal paid message of commercial significance about a product, service or company made to a market by an identified sponsor. In developing an advertising programme, one must always start by identifying the market needs and buyer motives and must make five major decisions commonly referred as 5M (mission, money message, media and measurement) of advertising.

Cold drinks become essential in lifestyle of the people in the society. There are number of cold drink brands are available in the market. Different advertisements are available in advertisement media. Some brands' advertisements are more attractive than others and some are new creative advertisements.

2. NEED AND SCOPE OF THE STUDY

As we know these days cold drink companies are advertising their product so much on televisions and are spending so much money on the Advertisements of their products. In cold drink industry the cost of advertising is nearly 35 % of the total cost. For increasing the sale of their product they are taking film stars, good music and making in their advertisements of their products which are again very costly. The cold drink companies are spending so much on the sponsorship of events like cricket match etc. so this study deals with these aspects that whether Advertising is having any effect on consumers or not.

3. EFFECTIVENESS OF COLD DRINKS

The objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon video television or stage that is not paid for by the sponsor.

4. BENEFITS

The functions of advertisement, and that purpose its ethics, may be discussion below:

- It leads to cheaper prices. "No advertiser could live in the highly competitive arena of modern business if his methods of selling were more costly than those of his rivals."
- It acquaints the public with the features of the goods and advantages which buyers will enjoy.
- It increases demand for commodities and this results in increased production.
- Satisfied consumer demands by placing in the market what he needs.
- It ensures the consumers better quality of goods. A good name is the breath of the life to an advertiser.

5. PROBLEM OF THE STATEMENT

The project has been undertaken with an objective, to understand the influences of advertisement, in consumer brand preference, towards soft drinks product. It also identifies the influence of communication, in the advertisement. The existing positioning of prominent brands and the perceptions among different segments were also covered under the study. The brand loyalty and switching were also studied. It also studies the essential for a marketer to find out the extent to which the advertisement creates positive change in preparing the brand of the company.

6. RESEARCH METHODOLOGY

Research Methodology is the science of collecting, identifying and presenting facts in such a way that to systematic way of finding solution to problem. The starting point of any research is to identify the problem and mention the objective defining the problem in clear terms. The sources of data include primary and secondary data sources. Primary data are those data which are collected directly from the persons and these data have been used for any earlier. For this study, information was collected using a questionnaire. The secondary data are those data which have already been collected. It means data that was already available. Secondary data was collected from sources like Journals, internet and previous studies. The research instruments used in this study are questionnaire cum review schedule. Sample design is definite is plan determine before any data is actually obtaining for a sample from a given population. The researcher must decide the way of

selecting a sample. Sample can be either probability samples or non-probability samples. In this paper, analyses are carried out based on the information's collected from 150 respondents in Chinnathirupathy, Salem. The following tools are used to analyse the data for various objectives of the study.

7. OBJECTIVES OF THE STUDY

1. To know the most effective media of advertisement.
2. To find out the reason for liking the advertisement of cold drinks.
3. To find out the most popular slogan of advertisement regarding cold drinks.

8. STATISTICAL TOOLS

a. Descriptive Analysis

One of the main functions of Statistics is to simplify complex data. The classification and tabulation are the devices of presenting the data in a neat, systematic, intelligible and understandable manner. A large amount of information extending over a large number of columns often does not interest the public and it is difficult for due to understand the significance of the data at a glance. These have necessitated the statisticians to introduce methods of diagrams and graphs. Complicated data through a diagrams or graphs can easily be understood.

b. Chi-Square Test

Chi-square test is the simplest and most widely used non-parametric test in statistical work. This test is very powerful statistical tool for test of significance of the discrepancy between theory and experiment. Chi-square may be defined as, $\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \sim \chi^2_{(n-1) d.f}$

Where,

O_i = Observed frequencies and E_i = Expected frequencies.

c. ANOVA One-Way Classification

It is a statistical method used to test differences between two or more means. This technique is called "Analysis of Variance" rather than "Analysis of Means." As we see, the name is appropriate because inferences about means are made by analyzing variance for research.

9. DATA ANALYSIS AND INTERPRETATION

Based on the data, it can be inferred that 47.3% of the respondent are in male, 52.7% of the respondents are in female, 16.0% of the respondents are in below 20 years category, 32.7% of the respondents are in 21-30 years category, 24.0% of the respondents are in 31-40 years category, 27.3% of the respondents are in above 40 years category, 22.0% of the respondents are in school level, 28.0% of the respondents are in graduate, 16.0% of the respondents are in post graduate, 33.3% of the respondents are in illiterate, 7.0% of the respondents are in others, 41.3% of the respondents are in single, 58.7% of the respondents are in married, 32.0% of the respondents are in nuclear, 68.0% of the respondents are in joint, 19.3% of the respondents are in students, 49.3% of the respondents are in employee, 16.7% of the respondents are in business, 14.7% of the respondents are in others.

The maximum of 28.7% of the respondents are like in ad film stars, 42.7% of the respondents are like in ad good music, 23.3% of the respondents are like in ad good making, 5.3% of the respondents are like in ad other reason, 65.3% of the respondents are in yes, 34.7% of the respondents are in no category, 29.3% of the respondents are in very necessary for sales of cold drinks, 34.7% of the respondents are in necessary for sales of cold drinks, 14.7% of the respondent are in not necessary for sales of cold drinks, 21.3% of the respondents are in can't say for sales of cold drinks.

- The calculated chi-square p value 0.709 is greater than 0.05, we accept our null hypothesis. We conclude that the personal variable age and opinion of the cold drinks are independent
- The calculated chi-square p value 0.266 is greater than 0.05, we accept our null hypothesis. We conclude that the personal variable age and types of cold drinks are independent
- The calculated chi-square p value 0.764 is greater than 0.05, we accept our null hypothesis. We conclude that the personal variable age and brand of cold drinks are independent
- The calculated chi-square p value 0.220 is greater than 0.05, we accept our null hypothesis. We conclude that the personal variable age and types of advertisements are independent
- The calculated chi-square p value 0.030 is less than 0.05, we reject our null hypothesis. We conclude that the personal variable age and necessary sales are dependent
- The calculated ANOVA for one-way p value 0.180 is greater than 0.05, we accept our null hypothesis. We conclude that there is no significance difference between the age groups with respect to types of cold drinks
- The calculated ANOVA for one-way p values 0.308 is greater than 0.05, we accept our null hypothesis. We conclude that there is no significance difference between the gender with respect to brand of cold drinks
- The calculated ANOVA for one way p value 0.369 is greater than 0.05, we accept our null hypothesis. We conclude that there is no significance difference between the educational level with respect to types of cold drinks
- The calculated ANOVA for one way p value 0.798 is greater than 0.05, we accept our null hypothesis. We conclude that there is no significance difference between the educational level with respect to types of advertisement.

10. CONCLUSION

Majority of respondents said that TV is the most effective media of advertisement, Majority of respondents are of the view that advertisement is necessary for cold drink, Majority of respondents sees the advertisement of the cold drink they like most, Majority of the respondents like Mango flavour of cold drink. The demographical factors on the majority of the respondents are gender in female, age group 21to30 years, illiterate, and married person. The majority of the social factors are employees and monthly income (Rs.10,000-40,000). The majority of the respondents are advertisement is necessary sales of cold drinks.

From this study we have explored certain demographical factors as well as advertisement variables that affect the overall preference of the consumer towards soft drinks. Also we found that the factor such as Brand, Taste, Quality, Price, Advertisement, and Eco- Friendliness has a significant impact on the overall preference of the consumer towards soft drinks.

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