A STUDY ON CUSTOMER PREFERENCE TOWARDS ACCORD ADVERTISING AGENCIES, CHENNAI

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ABSTRACT

Purpose - Accord advertising agencies private limited is a creative, Dynamic and result oriented advertising agency that specializes in producing spectacular campaigns that are guaranteed to grab attention. Customers need information about various goods and services, due to ignorance, a consumer may purchase an inferior product, pay higher prices or Even not known that the existence of product. Media has vital role in the process of advertising communication. Effective advertising helps to carry the information to the right candidates. The scope of my study restricts itself to the analysis of customer preferences, perception. There are many other Advertising Agencies available but my study is limited to major players of Advertising Agencies leaving behind the others. The scope of my study is also restricts itself to Chennai region only.

Design/methodology/approach - This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of Accord Advertising Agencies consumed by the people. The data had been used to cover various aspects like consumption, customer’s preference and customer’s satisfaction regarding Accord Advertising Agencies. A sample of 100 people was taken on the basis of convenience. The actual customers were contacted on the basis of random sampling. This work is carried out through self-administered questionnaires. The questions included were open-ended, dichotomous and offered multiple choices.

Findings/Conclusion -Customer research deals with consumer and their problems and solution to the problems. The study finds that to know about the consumers need and expectation levels regarding services and ascertainable levels of customer satisfaction and perform a detail demand survey at regular interval to know about the unique needs and requirements of the customer.
It concluded that whether the advertisement appeals the consumer’s or not and includes evaluating and selecting the proper media-mix and measuring advertising effectiveness.

**Keywords:** Advertising, Agency, Customers, Customer Preference, Media.

**INTRODUCTION**

Advertising is a technique aimed at persuading consumers to promote the product. It is a process where the marketer tries to establish contact with customers. A unique aspect in advertising is the advertising agency, which makes the creative and media decisions. It also often supports market research and is even involved in the design of total marketing plans. In some advertiser’s agency relationships, the agency acts quite autonomously in its area of expertise, in others, the advertiser remains involved in the creative and media decisions as the campaign progresses.

Set up in April 1984, Accord Advertising Agencies has been a well-established advertising and communication company engaged in diverse activities in this field of advertising and marketing. As a result of its efficient client serving, Accord Advertising Agencies over a period of time developed a wide client base and had been instrumental in the promotion of business. With increasing support from satisfied clients and its increasing pursuit of excellence, Accord Advertising Agencies with plans for expansion and diversification into other areas of advertising and communication and the name was converted as Accord Advertising Agencies in April 1985.

**STATEMENT OF THE PROBLEM**

Accord advertising agencies private limited is a creative, Dynamic and result-oriented advertising agency that specializes in producing spectacular campaigns that are guaranteed to grab attention.

Customers need information about various goods and services, due to ignorance, a consumer may purchase an inferior product, pay higher prices or even not known that the existence of product. Media has a vital role in the process of advertising communication. Effective advertising helps to carry the information to the right candidates. The role of accord is very crucial in this regard, which instigates the researcher to do the project under the heading of “A Study on Customer Preference towards Accord Advertising Agencies Chennai”.

**OBJECTIVES OF THE STUDY**

This project is based on the comparative study of customer preference towards Accord Advertising Agencies. Objectives of the study are:

- To study the customer preferences for accord advertising agencies.
- The other objective is to know about the customer satisfaction level associated with the advertisement and the customer preference level.
- To know which ad agencies mostly people have prefer.
- To increase customer satisfaction and fulfilling the customer needs.
- To know the reason to prefer accord advertising agencies.
- To study the factors affecting the consumption pattern.
SCOPE OF THE STUDY

As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as customer. They want customer to learn about their services, product attributes, potential customer benefit, how to use, maintain or even dispose of the services and new ways of behaving that will satisfy not only the customer’s needs, but the marketer’s objectives.

The scope of my study restricts itself to the analysis of customer preferences, perception. There are many other Advertising Agencies available but my study is limited to major players of Advertising Agencies leaving behind the others. The scope of my study is also restricts itself to Chennai region only.

RESEARCH METHODOLOGY

This chapter describes the methodology of the study. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of Accord Advertising Agencies consumed by the people. The data had been used to cover various aspects like consumption, customer’s preference and customer’s satisfaction regarding Accord Advertising Agencies. In collecting requisite data and information regarding the topic selected and collected the data.

SURVEY DESIGN

The study is a cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of convenience.

SAMPLE SIZE AND DESIGN

A sample of 100 people was taken on the basis of convenience. The actual customers were contacted on the basis of random sampling.

RESEARCH PERIOD

Research work is only carried for 4 months.

RESEARCH INSTRUMENT

This work is carried out through self-administered questionnaires. The questions included were open ended, dichotomous and offered multiple choices.

DATA COLLECTION

The data, which is collected for the purpose of study, is divided into 2 bases:
Primary Data
The primary data comprises information survey of customer behavior towards Accord Advertising Agencies. The data has been collected directly from respondent with the help of structured questionnaires.

Secondary Data
The secondary data was collected from Internet, References from Library.

DATA ANALYSIS
The data is analyzed on the basis of suitable tables by using mathematical techniques. The technique that I have used is ANOVA.

LIMITATIONS OF THE STUDY
- Due to limitation of time only few people were selected for the study. So the sample of customer was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.
- The chance of biased response can’t be eliminated though all necessary steps were taken to avoid the same.

DATA ANALYSIS AND INTERPRETATIONS
Data analysis and interpretation is an attempt to organize and summarize data in order to deduce results in such a manner that enables the researcher to relate critical points with the study objective.

Table 7.1: Showing preferences according to current Ad Agencies

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Current Ad Agencies</th>
<th>No of respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Accord</td>
<td>65</td>
</tr>
<tr>
<td>02.</td>
<td>Adwave</td>
<td>11</td>
</tr>
<tr>
<td>03.</td>
<td>Entrol</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

INFERENCE
From the above analysis of the given sample of 100 respondents it is concluded that out of 100 customers 65 customers currently preference to Accord ad agency, 11 customers preference to Ad wave and 24 customers preference to Entrol.
Table 7.2: showing importance to factors of price

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Particulars</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Very Important</td>
<td>24</td>
</tr>
<tr>
<td>02.</td>
<td>Important</td>
<td>32</td>
</tr>
<tr>
<td>03.</td>
<td>Normal</td>
<td>25</td>
</tr>
<tr>
<td>04.</td>
<td>Least Important</td>
<td>19</td>
</tr>
<tr>
<td>05.</td>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data

INFERENC

From the above analysis of the given sample of 100 respondents it is concluded that out of 100 customers 24 customers importance to price factor very important, 32 customers to important, 25 customers to normal and 19 customers to least important.

Table 7.3: Showing Choosing of Publications

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Particulars</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>The Hindu</td>
<td>32</td>
</tr>
<tr>
<td>02.</td>
<td>Deccan Chronicle</td>
<td>18</td>
</tr>
<tr>
<td>03.</td>
<td>The Indian Express</td>
<td>24</td>
</tr>
<tr>
<td>04.</td>
<td>Daily Thanthi</td>
<td>15</td>
</tr>
<tr>
<td>05.</td>
<td>Dhinakaran</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

INFERENCE

From the above analysis of the given sample of 100 respondents it is concluded that out of 100 customers 32 customers are choosing of publication to the hindu, 18 customers to deccan chronicle, 24 customers to the Indian express, 15 customers to daily thanthi and 10 customers to dhinakaran.

Table 7.4: showing preferable size of publishing ads

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Particulars</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>3X8</td>
<td>17</td>
</tr>
<tr>
<td>02.</td>
<td>5X12</td>
<td>24</td>
</tr>
<tr>
<td>03.</td>
<td>7X14</td>
<td>12</td>
</tr>
<tr>
<td>04.</td>
<td>8X16</td>
<td>37</td>
</tr>
<tr>
<td>05.</td>
<td>9X18</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

SOURCE: SURVEY DATA
INFERENCE

From the above analysis of the given sample of 100 respondents it is concluded that out of 100 customers 17 customers are preferable size of publishing ads to 3x8, 24 customers to 5x12, 12 customers to 7x14, and 37 customers to 8x16 and 10 customers to 9x18.

Table 7.5: showing reason for continuing accord advertising agency

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Continuing Accord Advertising Agency</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Goodwill</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Responsiveness</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Reasonable Cost</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Satisfaction</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: SURVEY DATA

INFERENCE

From the above analysis of the given sample of 100 respondents it is concluded that out of 100 customers’ 30 customers are reason for continuing accord ad agency to goodwill, 23 customers to responsiveness, 17 customers to reasonable cost and 30 customers to satisfaction.

Table 7.6: ANOVA

<table>
<thead>
<tr>
<th>Importance of Price</th>
<th>Preference according to current Ad Agencies</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accord</td>
<td>Adwave</td>
</tr>
<tr>
<td>Very important</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Important</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>Normal</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Least important</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>65</td>
<td>11</td>
</tr>
</tbody>
</table>

H0: There is no significance relationship between the importance of price and the preference according to current Ad Agencies.

H1: There is a significance relationship between the importance of price and the preference according to current Ad Agencies.

Correction factor = $T^2/N = 10000/12 = 833.3$

ii) Sum of square of all values (SST)

= No of entries – Correction factor

= 2586 - 833.3 = 1752.7
iii) Sum of square between columns (SSC)
\[ = \left( \sum \frac{C1}{N} \right)^2 + \left( \sum \frac{C2}{N} \right)^2 + \left( \sum \frac{C3}{N} \right)^2 + \ldots - \text{Correction factor} \]
\[ = 4922 - 833.3 \]
\[ = 340.7 \]

iv) Sum of square of deviation (SSE)
\[ = \text{SST} - \text{SSC} \]
\[ = 1752.7 - 340.7 \]
\[ = 1412 \]

\[
\begin{array}{|c|c|c|c|c|}
\hline
\text{Source of variance} & \text{Sum of squares} & \text{Degree of freedom} & \text{Mean square} & \text{F ratio} \\
\hline
\text{Between samples} & 340.7 & (2-1) = 1 & 340.7 & 2.6543 \\
\hline
\text{Within samples} & 1412 & (12-1) = 11 & 128.36 & \\
\hline
\end{array}
\]

Calculated value < Tabulated value
\( H_0 \) is accepted - \( H_1 \) is rejected

**INFERENCE**

Since Calculated value (2.6543) is less than the tabulated value (4.84). Hence \( H_0 \) is accepted and \( H_1 \) is rejected. Therefore there is significance relationship between the importance of price and the preference according to current ad agencies.

**FINDINGS & IMPLICATIONS**

**CUSTOMER RESEARCH**

Customer research deals with consumer and their problems and solution to the problems. In this I came to know about the consumers need and expectation levels regarding services and ascertainable levels of customer satisfaction.

**PRICING RESEARCH**

This includes ability to consume, to pay for the services. In this I have tried to find out customer’s price expectations and reactions.

**ADVERTISING RESEARCH**

Under this I have concluded that whether the advertisement appeals the consumer’s or not. This also includes evaluating and selecting the proper media-mix and measuring advertising effectiveness.

**CONCLUSION**

Customer research deals with consumer and their problems and solution to the problems. The study finds that to know about the consumers need and expectation levels regarding services and
ascertainable levels of customer satisfaction and perform a detail demand survey at regular interval to know about the unique needs and requirements of the customer. It concluded that whether the advertisement appeals the consumer’s or not and includes evaluating and selecting the proper media-mix and measuring advertising effectiveness.

REFERENCES