A STUDY ON THE EFFECTIVENESS OF INCREASED ADVERTISEMENT TOWARDS INCREASING CONSUMER RESPONSE

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ABSTRACT

Big business houses are adopting the means of advertisement to influence the consumers to purchase their products and acquire their services. Not only television media but enormous ways and means have been coming up to attract customers. Nowadays it’s very much in trend for advertising in social media sites to popularize the brand. This is because continuous advertisement starts playing in the minds of the customers about the brand which becomes their first preference during their purchasing decision. It has become a strong marketing tool to increase their sales and occupy a good amount of market share. Keeping this in mind a short study and analysis is carried out to find out how effective increased advertisement is in influencing customers’ response towards a particular product or service.

Key words: Increased advertisement, Purchasing decision, Buying Behaviour.

http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=6&IType=9

1. INTRODUCTION

Among the various advertising tools available, advertising is renowned for its long lasting impact on viewer’s mind, as its exposure is much broader. Advertising is a paid communication media under sponsorship which go for creating product awareness in the minds of consumers from one to many. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising through all mediums influence audiences, but social media advertisement nowadays has a profound impact due to its widespread reach on the click of a mouse. The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at
limited scale for promotions. Later on, this phenomenon gained strength more intensively for promotional purposes.

Today’s business world in the era of globalisation, advertisements has become one of the major sources of communicational tool between the manufacturer and the user of the products. As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individual’s interest in their products. They need to understand what makes potential customers behave the way they would like. It also appears that advertising may have the potential to contribute to brand choice among consumers. The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently in people’s memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. For instance when toothpaste is in need the first thought comes of Colgate, similarly when washing powder is concerned the first name comes is that of Surf. These brand cognition influence consideration, evaluation, and finally purchases. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy. Since Deepika Padukone is using Vivel soap, I am also going to use, which is the thinking of many young girls.

As the market is overflowed with several products or services, many competitors exists with same type of features in their products. Differentiations based on functional attributes, which are shown in advertisement, are never long lasting as the competitors could copy the same. Therefore, the marketers give the concept of brand image. Like by creating the character of the caring mother, the marketer injects emotion into the consumer’s learning and process of advertisements. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. Because, positive emotional appeals also provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception / concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly.

The latest trend in advertising is social media marketing by opening up of fan pages. The like technology has a widespread reach to the masses which enables the companies to popularize their brand instantly at the click of a mouse. It’s not only fan page but also advertising in the social media websites like Facebook, Orkut, Twitter, etc. Keeping this view in mind a small experiment was carried out by opening up of a fan page named”xaat bhani” with a view to popularize a website www.7sisters.in.

2. OBJECTIVES OF THE STUDY

1. To study the impact of increased advertisements on the consumer segment.
2. To find out how increased advertisement popularises a brand.
3. METHODOLOGY

The methodology adopted to conduct my research is experimental method. I am a working partner of an advertisement web portal www.7sisters.in which is basically launched with a view to facilitate North-East people to go for free advertisement on our website. In order to understand the effectiveness of increased advertisement, I opened a fan page named “xaat bhani” on Facebook. I went for paid advertisement for increasing my reach to the masses.

4. FINDINGS

1. The first objective was to study the impact of increased advertisements on the consumer segment.

Accordingly the following facts came into light which has been enumerated in the diagram below:

The responses observed after opening of the fan page is that during the time of launch of the website in the first month, friends over facebook were given invitation to like the page. Only 100 likes we got during the first month. We decided to go for initiating a paid reach for two days. In the second month our fan followers increased to 750. Following the third month again went for a paid reach to gather 1600 fan followers and after that around 2,200 fan followers.

This meant that as soon as our frequency of advertisement increased the responses from the consumers also increased magically due to its constant display in their profiles which started playing on the minds of the customers. The above line chart depicted the fan followers of the fan page “Xaat Bhani”.

Now the time was to check how many advertisement postings 7sisters website accumulated. So here is a graphical representation of the observations:
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The above chart clearly says how the number of advertisements increased from 20 in the first month to 700 companies posting advertisements in the web portal. This revolutionary increase of advertisements and the companies is due to its awareness of existence and the effort taken to influence the masses of its existence and the benefits derived there from.

2. The second objective was to find out how increased advertisement popularises a brand.

The social networks have benefitted the marketers by enabling them to make their marketing strategies at a very low cost. Through social networks, the company can:

1. The product and brand awareness increases
2. The links to the websites of brand increases
3. The customer loyalty due to constant updates
4. The probability of success in the launching of new product is assured

4.1. The Product & Brand awareness increases
Marketing on social networking sites increases awareness by increasing the online presence of products and brand. When the company creates a group or organizes a promotion on a social networking site, the members are reminded of the brand and website with every interaction. By liking the brand page the information about the brand is usually positively received.

4.2. The links to the websites of brand increases
Communications, recommendations, and other postings on social networking sites often contain web links. If the company is mentioned and a link is included, these postings lead to the specific site, increasing brand and product awareness. Due to the makeup of social networking sites, these links are naturally targeted to potential customers that are interested in the company, products, or services.
4.3. The Customer Loyalty increases due to constant updates
Promoting the company or products by building a social network can greatly enhance customer loyalty if it creates positive vibes. If participation of the company is consistent and honest, adds value by supplying useful content, and appears personal, it will greatly enhance company’s reputation while building trust and credibility. Offer help first, and promote products only when asked and when appropriate; otherwise attempts to promote products could be considered spam.

4.4. The probability of success in the launching of new product is assured
Social networks enable the relevant community to conduct survey on their products wants and needs. The community can constantly guide and participate in the product development process. Giving them a voice in the process can increase loyalty and guarantee success when a new product is launched. Users of social networking sites create their profile by filling in with their vital information on joining a network. These profiles help the user connect with others who share similar interests and activities. The profiles contain, not only basic information about the user, but also information on their education, areas of technical expertise, publications, memberships in other groups, geographic location, and job position (among other information). Marketers can use this information as it can be used to develop highly targeted marketing messages.

5. CONCLUSION
Big business houses are adopting the means of advertisement to influence the consumers to purchase their products and acquire their services. Not only television media but enormous ways and means have been coming up to attract customers. The online media has become a boon to many companies since it involves less cost, time and effort. Nevertheless the effect of advertisement is much more due to its widespread reach. It has become a strong marketing tool to increase their sales and occupy a good amount of market share. Social media can play an important role in building social authority; individuals or organizations can establish themselves as experts in their fields, and then they can begin to persuade customers to mould into their direction. Social media technologies are capable of reaching audiences all over the world. If used correctly, business houses can bring about revolution in the marketing field and advertisement era.

REFERENCES
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