

Effectiveness of Cold Drink Advertisement on Consumer (TIMT)

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Abstract

A consumer is the central point in business. Now a days attracting & satisfying customers is the most difficult than producing the goods. For any products, many brands are available in the market. Every company wants to increase its market share. Now buyers dominate the market. So sellers have to make a lot of efforts to attract & to persuade the persons to purchase its products & services. Advertising is an important means to influence consumer's attitude & purchase behavior. Advertising increases brand familiarity, develop brand image & helps the organization in increasing its market share. Advertising is to invest resources in purchase time or space in mass media such as T.V, Radio, and newspapers, magazines that helps to promote the company's product or services.

Keywords: TIMT, Cold Drink Advertisement.

Introduction

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.

On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of

publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non-personal communication about an organisation and or its products idea service etc. that is transmitted to target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously.

What is advertising?

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.

Functions of Advertising

For many firms advertising is the dominant element of the promotional mix – particulars for those manufacturers who produce

convenience goods such as detergent, non – prescription drugs, cosmetics, soft drinks and grocery products. Advertising is also used extensively by makers of automobiles, home appliances, etc, to introduce new product and new product features its uses its attributes, its availability etc.

Advertising can also help to convince potential buyers that a firm's product or service is superior to competitor's 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.

It performs 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.

Types of Advertising

Broadly speaking, advertising may be classified into two categories viz., product and institutional advertising.

a) Product Advertising

The main purpose of such advertising is to inform and stimulate the market about the advertisers products of services and to sell these. Thus type of advertising usually promote specific, trended products in such a manner as to make the brands seem more desirable. It is used by business government organization and private non-business organizations to promote the uses features, images and benefits of their services and products. Product advertising is sub-divided into direct action and indirect action advertising, Direct action product advertising wages the buyer to take action at once, i.e. he seeks a quick response to the advertisement which may be to order the product by mail, or mailing a coupon, or he may promptly purchase in a retail store in response to price reduction during clearance sale.

b) Institutional Advertising:

It is designed to create a proper attitude towards the sellers to build company image or goodwill rather than to sell specific product or

service. Its purpose is to create a frame of mind and to implant feeling favourable to the advertisers company. Its assignment is to make friends for the institution or organization.

It is sub-divided into three categories: patronage, public, relations and public service institutional advertising.

- i) In patronage institutional advertising the manufacturer tells his prospects and customer about himself his policies and lives personnel. The appeals to the patronage motivation of buyers. If successful, he convinces buyers that his operation entitles him to the money spent by them.
- ii) Public relations institutional advertising is used to create a favourable image of the firm among employees, stock-holders or the general public.
- iii) Public service institutional advertising wages public support.

c) Other Types:

The other types are as follows:

- i) Consumer advertising
- ii) Comparative advertising
- iii) Reminder advertising
- iv) Reinforcement advertising

Advertising Objectives

The long term objectives of advertising are broad and general, and concern the contribution advertising should make to the achievement of overall company objectives. Most companies regard advertising main objective as that of proving support to personal selling and other forms of promotion. But advertising is a highly versatile communications tools and may therefore be used for achieving various short and long term objectives. Among these objectives are the following:

- 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 by 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).

Benefits

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

1. 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."
2. It acquaints the public with the features of the goods and advantages which buyers will enjoy.
3. It increases demand for commodities and this results in increased production. Advertising :
 - a) Creates and stimulates demand opens and expands the markets;
 - b) Creates goodwill which loads to an increase in sales volume;
 - c) Reduces marketing costs, particularly product selling costs.
 - d) Satisfied consumer demands by placing in the market what he needs.
4. It reduces distribution expenses in as much as it plays the part of thousands of salesman at a home. Information on a mass scale relieves the necessity of expenditure on sales promotion staff, and quicker and wider distribution leads to diminishing of the distribution costs.
5. It ensures the consumers better quality of goods. A good name is the breath of the life to an advertiser.

6. By paying the way for large scale production and increased industrialization, advertising contributes its quota to the profit of the companies the prosperity of the shareholder the uplifts of the wage earners and the solution of the unemployment problem.

1. The Study Classified the Respondents under Following Three Categories

Table 1.1
Respondent's Classification According to Age

Age (in years)	No. of respondents	Percentage
11-20	22	44
21-40	25	50
41-60	3	6
Total	50	100

Table 1.1 shows that 44% of the respondents are in the age group of 11-20, 50% are in the age group of 21-40 and 6% are in the age group of 41-60.

Table 1.2
Respondent's Classification According to Sex

Sex	No. of respondents	Percentage
Male	30	60
Female	20	40
Total	50	100

Table 1.2 shows that 60% of the respondents are males and 40% of them are females

Table 1.3
Respondent's Classification According to Educational Qualification

Qualification	No. of respondents	Percentage
Illiterate	-	-
Below Matric	-	-
Matric	5	10
Graduate	29	58
Post graduate	16	32
Total	50	100

Table 1.3 reveals that out of 50 respondents 5 are matriculate and 29 are Graduate and rest of them 16 are post graduate.

2. Now Results of the Study Are Shown Through Table Representation

Table 2.1
Drinking of Cold Drink

Do you take cold drinks	No. of respondents	Percentage
Yes	50	100
No	-	-
Total	50	100

Table 2.1 reveals that all the respondents are drinking cold drinks.

Table 2.2
Frequency of Taking Cold Drinks

HOW FREQUENTLY YOU DRINK	No. of respondents	Percentage
Once a day	15	30
Twice a day	2	4
More than twice	1	2
Not regular drinker	32	64
Total	50	100

Table 2.2 reveals that 30% of the respondents drink it once a day, 4% twice a day, 2% more than twice and 32% drink it no regularly.

Table 2.3
Name of the Cold Drinks Available In Market

Name of cold drinks	No. of respondents	Percentage
Coca cola	-	-
Pepsi	-	-
Fanta	-	-
Limca	-	-
Mirinda	-	-
Thums-up	-	-
Canada dry	-	-
Maaza	-	-

Dew	-	-
All of above	50	100
Total	50	100

Table 2.3 reveals that all of the respondents are of the view that all the above mentioned cold drinks are available in the market.

Table 2.4
Preference of Cold Drink

Which cold drink you like most	No. of respondents	Percentage
Coca cola	12	24
Pepsi	12	24
Fanta	1	2
Limca	7	14
Mirinda	1	2
Thums-up	10	20
Canada dry	4	8
Maaza	3	6
Dew	-	-
Total	50	100

Table 2.4 indicate that out of 50 respondents 12 like Coca cola, 12 like Pepsi, 7 like Limca, 1 like Fanta, 1 like Mirinda, 10 like Thums-up, 4 like Canada dry and 3 like Maaza.

Table 2.5
Flavours of Cold Drinks

Flavours	No. of respondents	Percentage
Cola	30	60
Lemon	7	14
Orange	7	14
Mango	2	4
Others	4	8
Total	50	100

Table 2.5 shows that out of 60% of the respondents like the cola flavour of cold drink, 14% like the Lemon flavour and same percentage of respondents like the orange flavour of cold drink.

Table 2.6
Advertisement of Cold Drink

Do you think advertisement of cold drink is required	No. of respondents	Percentage
Yes	48	96
No	2	4
Total	50	100

Table 2.6 indicate that 96% of the respondents are of the view that they have been the advertisement of the cold drink they like most while 4% shows that they don't have seen the advertisement they like most .

Table 2.7
Media of Advertisement

THROUGH WHICH MEDIA YOU HAVE SEEN IT?	No. of respondents	Percentage
TV	46	92
Newspaper	2	4
Magazine	1	2
Other	1	2
Total	50	100

Table 2.7 reveals that 92% of the respondents are of opinion that they have seen the advertisement on TV while 4% are of the opinion that they have seen the advertisement through newspaper.

Table 2.8
Effect of Advertisement on Consumption of Cold Drink

Do you think ads. Effect the consumption of cold drink	No. of respondents	Percentage
Yes	23	46
No	17	354
Can't say	10	20
Total	50	100

Table 2.8 shows that 46% of the respondents are of the view that advertisement forced them to

consume product more 34% of them has view that advertisement don't force them to consume the product while 20% of them cannot say anything about it.

Table 2.9
Necessity of Advertisement

DO YOU THINK THE ADVERTISEMENT IS NECESSARY FOR COLD DRINKS?	No. of respondents	Percentage
Necessary	14	28
Very necessary	34	68
Can't say	2	4
Total	50	100

Table 2.9 shows that highest number of respondents are of the view that advertisement is very necessary for cold drinks while few respondents are of the view that advertisement is necessary.

Table 2.10
Add Effectiveness and Improvement in Advertisement

WILL THE STUDY OF EFFECTIVENESS WOULD CONTRIBUTE TO IMPROVEMENT OF PRESENT ADVERTISEMENT	No. of respondents	Percentage
Yes	45	90
No	1	2
Cannot say	4	10
Total	50	100

Table 4.10 shows that the majority of the respondents are of the view that the study of effectiveness contributes the improvement in present advertisement.

Table 2.11
Necessity of Advertisement Effectiveness

IS ADVERTISE MENT EFFECTIVEN ESS IS NECESSARY FOR COMPANY?	No. of respondents	Percentage
Yes	48	96
No	1	2
Can't say	1	2
Total	50	100

Table 2.11 reveals that majority of the respondents say that the advertisement effectiveness is necessary while same did not replied.

Table 2.12
Users of Advertisement Effectiveness

THE USE STUDY OF EFFECTIVEN ESS IS FOR WHOM?	No. of respondents	Percentage
For company	34	68
For employees	1	2
For customers	15	30
None of these	-	-
Total	50	100

Table 2.12 indicates that 68% of the respondents are of the view that the study of effectiveness is meant for company while 30% say that it is meant for customers.

Conclusion

After going through the entire project and the collected data, I found that:

- 84% of the respondents said that TV is the most effective media of advertisement.
- Majority of respondents are of the view that advertisement is very necessary for cold drink.
- Majority of respondents sees the advertisement of the cold drink they like most.

- Majority of the respondents like cola flavor of cold drink
- Equal number of respondents like the brand of Coca Cola and Pepsi

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