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## A study on “Effectiveness of Advertising in Madurai with Special Reference to Pothys.”

**Mrs. N. Stella,**

MBA, M.Phil., Assistant Professor,

Department of Business Administration, Lady Doak College, Madurai

**Mrs. K.Vijayalakshmi,**

MBA, M.Phil., Assistant Professor,

Department of Business Administration, Lady Doak College, Madurai

### ABSTRACT

Advertising effectiveness pertains to how well a company's advertising accomplishes the intended. Small companies use many different statistics or metrics to measure their advertising effectiveness. These measurements can be used for all types of advertising, including television, radio, direct mail, Internet and even billboard advertising. A company's advertising effectiveness usually increases over time with many messages or exposures. But certain advertising objectives can be realized almost immediately. In today's liberalized and globalized Indian economy, the utmost concern of advertisers is that of making advertising effective. Marketing research companies equip the advertiser with the valuable information and knowledge about the consumer's needs, wants, preferences and demand. Ad makers and agencies can use this information to design their advertisement layout. Knowing about advertising effectiveness is very important for the marketers as large sums of money are poured into advertising. The objective of the study is to find out the effectiveness of advertisement and advertising media which create impact on the minds of the consumer. The sampling method adopted for the study is quota sampling. The research design used for the study is descriptive design. The sample size for this study is 120. The data collection method used is questionnaire. The analysis and interpretation of the data collection was done using percentage analysis and cross tabulation. From the analysis and interpretation it was found that advertisements influence the customer's to make purchase decision.

### Keywords

*Advertising effectiveness, Marketing research, Purchase decision*

### INTRODUCTION

The Companies are fighting to win the hearts of the customers who is said god by the business tycoons. Advertising is a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. Pothys is giving advertisements in various media and they won the heart of the customers.

### Measuring of advertising effectiveness

*“When a child writes the examination papers, he has to see the result come what it may be, so that he comes to know where he is wrong and where he should pay more attendance. This will help him work better in future.”*

This is exactly the case of the advertisement. The work is not complete if the effectiveness of advertise is not measured. This is the only way to know how the advertisement is performing, is it reaching the targets and is the goal achieved.

It is not at all possible to measure advertisement effectiveness accurately as there are many factors like making a brand image, increasing the sales, keeping people informed about the product, introducing new product, etc, which affect the effectiveness of an advertisement.

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## **Importance of Advertisement**

Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much waste of time. This speeds up the sales of commodities, increases the efficiency of labor in distribution, and diminishes the costs of selling. It is an accepted fact that without market stimulus of heavy advertising, consumers might have waited another sixty years for the product evaluation that took place in less than ten years – it took after all over sixty years from the invention of the safety razor before the first acceptable stainless steel blades appeared in the market. These words are more than enough to testify the potentialities of advertising in the field of modern marketing system. The main benefits of advertising may be narrated as follows:

### **Benefits to Manufacturers**

- ) It increases sales volume by creating attraction towards the product.
- ) It helps easy introduction of new products into the markets by the same manufacturer.
- ) It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- ) Retail price, maintenance is also possible by advertising where price appeal is the promotional strategy.
- ) It helps to establish a direct contact between manufacturers and consumers.
- ) It leads to smoothen the demand of the product. It saves the product from seasonal fluctuations by discovering new and new usage of the product.
- ) It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- ) Selling cost per unit is reduced because of increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.
- ) Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It, thus inspires the executives and worker to improve their efficiency.
- ) Advertising is necessary to meet the competition in the market and to survive.

### **Benefits to Wholesalers and Retailers**

- ) Easy sale of the products is possible since consumers are aware of the product and its quality.
- ) It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- ) It supplements the selling activities.
- ) The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.
- ) It ensures more economical selling because selling overheads are reduced.
- ) It enables them to have product information.

### **Benefits to Consumers**

- ) Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- ) Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.
- ) It helps them to know where and when the products are available. This reduces their shopping time.
- ) It provides an opportunity to the customers to compare the merits and demerits of various substitute products.
- ) This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- ) Modern advertisements are highly informative.

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### **Benefits to Salesmen**

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. Sales is benefited the advertisement in following ways:

- ) Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- ) Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.
- ) The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assumed of the quality and price of the product.
- ) The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

### **Benefits to Community or Society**

- ) Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., “Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education.”
- ) Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly.
- ) It initiates a process of creating more wants and their satisfaction higher standard of living. For example, advertising has made more popular and universal the uses of such inventions as the automobiles, radios, and various household appliances.
- ) Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- ) It assures employment opportunities for the professional men and artist.
- ) Advertising does provide a glimpse of a country’s way of life. It is, in fact, a running commentary on the way of living and the behavior of the people and is also an indicator of some of the future in this regard.

### **Various media for textile Advertising**

Advertising media are the means to transmit the message of the advertiser to the desired class of people. Channels or vehicle by which an advertising message is brought to the notice of the prospective buyer:

#### **Types of Media**

There is no dearth of media today. It may be direct or indirect. Direct method of advertising refers to such methods used by the advertiser with which he could establish a direct contact with the prospective hand involve the use of a hired agency for spreading the information. Most of the media are indirect in nature, e.g., press publicity, cinema, etc. The various media that are commonly used for textile advertisements are

#### **Newspapers**

Newspaper (Hindi or English) (morning or evening editions) are bought largely for their news value as such they are most appropriate for announcing new products and new development of existing products. The choice of a particular news paper for advertising depends upon many factors i.e., circulation of the newspaper, the type of readers it serves, the geographical region in which it is popular, the costs of space and general reputation of the paper etc.

#### **Magazines**

Another medium under press publicity is magazines and journals. They also offer good facility because magazine are read leisurely when the reader is mentally prepared to receive advertisements

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## Social Media Advertising

**Social media** targeting is a method of optimizing **social media advertising** by using profile data to deliver **advertisements** directly to individual users. **Social media** targeting refers to the process of matching **social network** users to target groups that have been specified by the advertiser.

## Radio Advertising

Radio advertising is very popular these days. The advertisements are broadcasted from different stations of All India Radio. Radio advertising can be explained as “word of mouth advertising on a wholesale scale”. The advertising messages can be in different regional languages. The most important advantage derived from radio advertising is that it covers every type of listener whether illiterate or educated. It is a very effective medium for popularising on mass scale various consumer articles. The coverage of this medium is wider extending to a large number of listeners. It ensures quicker repetition.

Radio advertising suffers from shorter life, limited memory and short messages. Cost of advertising is higher. The message may not be listened properly by the listener. There is no secrecy. This is useful for those who possess radio sets. There is lesser flexibility and lack of personal touch.

## (4) Television Advertising

This is the latest and the fast developing medium of advertising and is getting increased popularity these days. It is more effective as compared to radio as it has the advantages of sound and sight. On account of pictorial presentation, it is more effective and impressive and leaves ever lasting impression on the mind of the viewer.

It is a very costly medium which can be employed by big concerns only; it has a shorter life span and limited coverage. Back reference to the advertisement cannot be made after its presentation. The duration of the advertisement is very limited.

Despite of the above mentioned drawbacks, this method of advertising is gaining rapid coverage and immense popularity among the masses.

## (5) Film Advertising

This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are not prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the intermission. It has more repetitive value but not to the same viewers. Its coverage is limited which benefits the local population only.

It is a very costly medium involving higher distribution and film making costs. Only big organisations can afford to produce advertisement films. It ensures more flexibility at larger costs. Its effectiveness cannot be measured properly. Film making is a time consuming process.

## (6) Outdoor Advertising

This type of advertising include different media like posters, placards, electric displays or neon signs, sandwich men, sky writing, bus, train and tram advertising. This is also known as ‘Mural advertising’. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye.

This is the most effective medium of advertising. This is very suitable in the case of consumable and household articles like soaps, medicines, fans, shoes and pens etc.

Posters and placards are usually fixed on the walls near the road sides, railway station and bus stands. These posters are made of thick paper or metal plate or wood and carry the advertising message which can be easily read and seen from a distance.

The posters also pasted on the back of buses, trains and trams which are greatly helpful in carrying the message throughout and outside the city. Painted displays are prepared by expert painters which carry attractive multi-coloured pictures also to impress upon the people.

Electric displays or neon signs are also used in order to impress the passerby. These carry a very short message. This is a very costly device.

Sandwich-men move from street to street carrying the posters and peculiarly. They shout and sing praising the concern and the product. Sky writing is also known as air advertising.

The pilots of the aeroplanes through whom this is carried write the advertiser's message in the form of smoke or illumination. The message is quite visible even from a long distance. Balloons fitted with the message and pictures of the product are also flown in the sky.

This type of advertising has a wider coverage and leaves effective impression on the people. It is very suitable for making the product popular and creating proper brand image. It has greater flexibility and can be designed by keeping in view the peculiarities of a particular locality. It requires lesser time and effort on the part of the advertiser to undertake this medium. This is more durable and economical form of advertising medium.

It has been referred as reminder or residuary publicity which is used by the advertiser after all the other advertising media.

Sticking of bills and posters destroys the walls of different building and adversely affects the cleanliness and beautification of a particular area.

Various media like skywriting, sandwich men, balloons and electric displays are very costly. They are beyond the means of a small trader.

### **(7) Window Display**

It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display.

It is the most effective and direct method of influencing the people. Window display has direct appeal to the onlookers. It is instrumental in arousing the desire to purchase in the prospective customers. It acts as a silent salesman.

In order to operate this method successfully, goods should be arranged properly and systematically in the show windows. The articles in the windows should be regularly- changed. The advertiser should not forget that the window is the index of his shop. Utmost care should be undertaken to display the products in windows.

### **Review of literature**

Vijaykumari (1999), in her study on "Effectiveness of advertising with reference to television and print media" analyzed the effectiveness of two popular advertisement media viz. print and television and their impact on people. The researcher concluded that the television advertisement has given more impact than advertisement in print media on the people in their buying decisions, because it has the audio and visual medium and it attracted viewers easily.

P.Akbarbatcha(2001)in his study entitled "Advertising industry –with special reference to print media and intermediaries" analyzed the public opinion towards advertisement in the print media

.The researcher has attempted a specific study with reference to print media and concluded that the print media played a vital role in the minds of the middle class people.

T. Kalai Selvi (2005)in her article "Advertising: the wings of tourism industry"conducted that the realities have been changing. The business networksare ever widening, incomes increasing and educational services are sought beyond borders and there has been considerable care for health and adoration for the tradition and culture, as never before. The country also offers an attractive ground for the global players. These changes have made one look at tourism industry with a different perspective. With a fresh look, the advertising planning has to reengineered in the industry to remind this dragon industry of its potential to fly.

According to a research concentrating on the advertisers viewpoint, advertisement is an important tool which companies use to directly persuade buyers and public (Kotler, 1994). Being a key element in the marketing process, advertisements face many challenges in reaching the audience. One of the main obstacles is the low audience involvement (Krugman, 1975). In most forms of communication, the audience least make some effort to pay attention or appear to be doing so. The adverts are meant for the audience to watch but unfortunately the audience is likely to take active steps in avoiding them. The advertiser therefore have problem of making loomed perhaps generally evasive audience pay attention to what is going on or at least enough to get basic selling message (Krugman, 1975). The challenge gets more difficult in a multiracial country such as Malaysia.

## Research methodology

Marketers have made use of innovative advertising media viz. internet, cell phones, movies and video games to reach out to target audience and hence understanding advertisement effectiveness is essential. In this context, the subject of advertisement effectiveness needs a fresh understanding in the modern business scenario and this study can help to identify major research gaps and future research prospects in the area of advertisement effectiveness.

The purpose of the study can be achieved with the help of the research methodology

### Objectives:

- ) To find out the effectiveness of advertisement in Pothys
- ) To know the advertising media which create impact on the customers mind
- ) To know the role of advertisement while making purchasing decision.

### Research design

The research design adopted here is descriptive type

### Sampling design

Non probability sampling is adopted

Sampling technique

The researcher has adopted **quota sampling**. The Madurai district was divided into 4 zones from each zone 30respondents were selected

### Sample size

120 samples were selected by the researcher.

### Method of data collection

Primary data has been collected from 120 women entrepreneurs in Madurai district by questionnaire and interview schedule method

Secondary data has been collected from magazines, journal and websites.

### Statistical tools used for analysis

Percentage analysis and chi –pie charts cross tabulation is the tools used for the study

## Findings

**Table no:1 Attractive media for pothys**

| Media        | No. of respondents | %   |
|--------------|--------------------|-----|
| Newspapers   | 19                 | 15  |
| Magazines    | 6                  | 5   |
| Social media | 14                 | 12  |
| Television   | 61                 | 51  |
| Radio        | 4                  | 12  |
| Journals     | 6                  | 5   |
| Total        | 120                | 100 |

(Data collected from primary source)

The above table clearly says that majority of the respondents are watching television advertisements

**Table no:2 Age & Influencing factors regarding purchase decision**

| Factors  |         |           |                |            |                |        |       |
|----------|---------|-----------|----------------|------------|----------------|--------|-------|
| Age      | Friends | Relatives | Advertisements | Colleagues | Family members | Others | Total |
| Below25  | 18      | 8         | 30             | 8          | 9              | -      | 73    |
| 25-35    | 1       | -         | 9              | 1          | 1              | -      | 12    |
| 35-45    | -       | -         | 2              | 1          | 10             | -      | 13    |
| 45&above | 1       | 8         | 7              | -          | 6              | -      | 22    |
| Total    | 20      | 16        | 48             | 10         | 26             | -      | 120   |

(Data collected from primary source)

The above table clearly shows that most of the age group belongs to below 25 years are greatly influenced by advertisement.

- ) Most of the respondents refer advertisements while purchasing decision.
- ) Pothys advertisement captured a lot of people’s mind.
- ) Most of the respondents have seen 3 to 4 times pothys hoarding advertisements daily
- ) The colour of the advertisement grasps the attention of the customers. Some of the respondents are influenced by the social media.
- ) Mostly respondents read dinathanthi and The Hindu newspapers daily and India today and film fare magazines are read by the respondents.
- ) Face book and other social media plays a major role in creating effecting advertisements
- ) The service offered by pothys completely satisfied the customers.

### SUGGESTIONS

After analysis and interpreting the whole data collected, the above information was found regarding the effectiveness of advertisement in textiles especially pothys.

1. Since upper class customers have to maintain status and prestige, the company can concentrate more on them and boost up its trade by advertising more through television.
2. It is through effective communication and powerful suggestions pothys should try to persuade different types of people to purchase pothys products also
3. Since customers are in more curious during festival times, for getting offers and discounts. The company can give more advertisements in social media and television to convey the messages.
4. It is through attractive slogans and jingles the company can reach more people

### CONCLUSION

As seen earlier, advertisement is invariably linked with innovations. Even a good product is recognized only if it is advertised. In such a condition the research has attempted to analyze the effectiveness of advertisement in one particular institution pothys textiles. The survey clearly shows how advertisements influence of all age groups equally. Hence one can boldly says that a business prospers chiefly because of proper advertisements.pothys has adopted the strategy “customer is the king “love the customer and not the product.pothys focuses the above all concept to satisfy the customer needs by integrating these activities with marketing to accomplish the organization long range objectives.

*Pothys “Alayam of silks” is having effective advertisement*

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