

# A Study on the Advertising Effectiveness

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**Abstract:** *Firms advertise with the hope that their advertising will have such dramatic effects. In doing so, they draw from the best talent and techniques available in the market. However, when all competitors have equal access to such resources, it is difficult for any one firm to always have an enormous advantage. Even when anyone firm breaks out from among competitors with a new approach to advertising, the effectiveness of that approach is quickly diluted by many competitors that copy it. In this sense, the market for creative and impactful advertising is not different. I principle from that of introducing new products or picking winning stocks. Many competitors strive to excel with creative and unique ads. However, only a few have dramatic successes, and then too for only a short while*

**Keywords:** Advertising, Public, Consumers

## I. INTRODUCTION

Advertising is a marketing communication that employs an publicly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote and encourage their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

The confirmed demonstration of the message in a medium is referred to as an **advertisement**, or "**ad**" or **advert** for short.

Commercial ads often look for increased consumption of their products or services through "branding", which correlated a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to evoke an immediate sale are known as **direct response advertisement**.

Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies.

## II. LITERATURE REVIEW

Among the benefits consumers perceive from advertising, functional and emotional advantages are identified as the two most important ones Utilitarian benefits are often associated with the consumer's basic motivation levels, such as his/her physiological level, informational and safety needs, which involve a desire for problem-solving or avoidance.

One of the major utilitarian benefits that consumer seeks from advertising is information. In addition to utilitarian and functional advantages, advertising come up with emotional benefits, which refer to the esthetic, pleasant and hedonic benefits that ads can provide. Emotional advantages usually relate to consumers' underlying needs for stimulation, personal expression, social approval and self-esteem.

Stafford and Day (1995) defined rational appeal as a straightforward presentation of factual information, characterized by objectivity. Johar and Sirgy (1991) stated that rational appeal often focuses on the product's utilitarian benefits. Emotional appeal, on the other hand, associates with emotions and feelings, such as adventure, fear, romance and status (Cutler and Javalgi, 1993).

**III. DATA COLLECTION**

Sales of coca cola cold drinks :-

<b>COCA COLA COLD DRINKS</b>	<b>WEEKLY (In Carets)</b>	<b>MONTHLY (in carets)</b>	<b>YEARLY ( in carets)</b>
<b>Coca cola</b>	520	1,840	22,400
<b>Fanta</b>	250	1,030	12,900
<b>Thumps up</b>	350	1,350	18,500
<b>Limca</b>	380	1,210	16,300
<b>Maaza tetra</b>	80	380	6,200
<b>Sprite</b>	70	280	5,000
<b>Maaza</b>	120	690	10,000

**PRIMARY DATA**

There is more consumption of Coca Cola and has 70% market share in the Yamuna nagar city and Coca Cola is having maximum consumption and after that Thumps-up, Limca and all the products has great sales but less than these.

**Brands of Pepsi :**

- Pepsi cola
- Mirinda lemon
- Mirinda orange
- Pepsi soda
- Pepsi apple

**FLAVOUR OF THE BRAND :-**

- Cola
- Lemon
- Orange
- Soda
- Apple

**IV. CONCLUSION**

This study tells us that advertising efficiency sustain due to culture, when culture, traditions, trends and customs will be change then user change their choices. Consumers are quality conscious healthier product rather than freshness. People like media advertisement rather than banners or newspapers. Many consumers use the specific brands on the peer recommendation that's why they do not change the brand. The consumers have more awareness about pathajali brand. The consumers are mostly like the media advertisement. Through media consumer are attracted more so the companies are used the media as a mode of promotion for the product. In India combine family system is followed so the more consumer is used same product which is their parents are used. That's why on that people advertisement and other promotion modes are not influence their behavior and due to parents or under some limitations consumer's behavior not influenced. Finally, consumer behavior will attract to those products which are easily available and has more quality rather than quality. Income is a major factor on which bases people buy low price product brands of FMCG. R

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