

Impact of Advertisement and Publicity on Toothpaste Industry

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Abstract: *The aim of most businesses is to make profit with ethics & create a product or service that lays positive impact. This is only possible when product or service is communicated effectively to end consumers. Sales channel and other stakeholders. Advertisement sector plays a major role in setting story for brand, communication with customers. This study aims to study impact of advertisement on consumer perception.*

Keywords: Toothpaste Industry.

I. INTRODUCTION

There is no global or standard method of measuring effectiveness of advertisement. Despite of all hurdles faced; measuring overall advertisement effectiveness remains a major area of marketing.

Effective advertisement should deliver right information which could lead to increase in sales. Consumer behavior , marketing strategy , competition, market condition, etc remains key factors.

II. RESEARCH METHODOLOGY

The purpose of this paper is to analyze consumer response on different forms of advertisement and effect of channels transmitted. Objective will be to find an appropriate media channel, an effective form of advertisement channel with respect to area and sales channel.

Data was collected using structure questions at local shops at cities, supermarkets and small rural shops while purchasing.

This is a sample of 300 questionnaires from Gandhinagar & Ahmadabad district. We have classified ads into following Problem solving Ads- Ads showing specific problems like sensitivity , cavity , etc.

Brand Ads- This includes festive posts, Ads showing social change, brand history , etc.

Banner & print ads- This includes banners near shops, newspaper ads, etc.

Social Media/Digital marketing - this includes all video, photo sharing platforms etc.

Nostalgia Ads- this includes all ads relating to country heritage and history .

Influencer Marketing - This include effect of celebrity and influencer while purchasing,

Type of Ad	Supermarket customers	Urban customers	Rural customers
Problem solving Ads	19	9	6
Brand Ads	33	48	31
Banner near Retail space/Print Ad	25	13	3
Social Media Ads	13	19	4
Nostalgia Ads	39	19	4
Influencer marketing	8	4	3

III. FINDINGS

Three hundred respondents become part of the process. Participants' answers show the impact of channel or media or publicity form which converts them into customers.

A large section of customers come from Ads showing problem solution. This number is high in cities from customers who prefer shopping in supermarkets.

As in India majority people follow their parent's footsteps, Brand and ads showing trust, legacy attract a large section of customers.



Print media still remains a major space, to showcase brands. This value is high in people purchasing from supermarkets.

Digital media has shown rise, especially in Urban areas.

Nostalgic ads showing their heritage, history attract the most number of customers.

Influencer marketing has minimum impact on publicity .

IV. CONCLUSION

We can see a shift to problem solving ads now have a better impact on customers. Consumers are highly conscious about brand. Print media if properly executed serves better than digital marketing. Low price and discount affects customers.

V. RECOMMENDATION

Advertisements are healthy for business. Initially Brand image matters but advertisements showing which problems are solved. Influencer Marketing have very less impact for tooth-paste.