
THE EVOLUTION OF ADVERTISING TECHNIQUES AND THEIR INFLUENCE ON CONTEMPORARY SALES STRATEGIES WITH REFERENCE TO AIRTEL

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Abstract

An acquisition, appropriation, or request is followed by the transfer of ownership or property of the item, the application and correct payment of a price, the delivery of, or any claim upon the item, and the completion of a sale by the seller or the supplier of the products or services. Despite being a participant to the transaction, the buyer does not really execute the sale; the seller does. Specifically, the transaction closes before the money is paid, creating a payment obligation. The sale is nonetheless enforceable and creates a payment obligation if the seller completes the first two steps of the transaction—consent and transfer of ownership—before the price is settled.

The purpose of advertising is to influence viewers, readers, or listeners to take some kind of action. In order to convince prospective consumers to buy or use that specific brand, it contains the name of the product or service and how it may benefit the consumer. As mass manufacturing increased in the late 19th and early 20th centuries, modern advertising evolved.

Through branding, which is the practice of repeating a product name or image in an attempt to have customers identify the brand with relevant attributes, commercial marketers often aim to boost the consumption of their goods or services. These messages may be sent using a variety of media, including new media like websites and text messaging, as well as more conventional media like newspapers, magazines, radio, television, and direct mail. An advertising agency may post advertisements on behalf of a business or other entity.

Political parties, interest groups, religious institutions, and governmental organisations are examples of non-commercial advertising that invest funds to promote goods and services other than consumer goods. Public service announcements and other free forms of persuasion may be used by nonprofit organisations.

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I. INTRODUCTION

Sales promotional activities

Promotion is true that products are manufactured to satisfy the needs of the consumers.. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with right promotion.

These activities commonly known as promotional mix. The marketing communication mix also called as the “promotion mix” consists of four major tools.

1. Advertising.
2. **Sales promotion**
3. Publicity
4. Personal selling

Marketing communication process:

generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

Importance of advertising:

the purpose of advertising is motivating but to sell something a product, a service or an airtel. The real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “increased awareness” list of the following specific objectives of advertising.

- To make on immediate airtel
- To build primary demand
- To introduce a price deal
- To inform about a products availability
- To increase market share
- To help salesman by building on awareness of a
- Product among retailers
- To increase the frequency use of a product.
- To build overall company image

To build brand recognition

Need for the study

consumer satisfaction is the most important objective for any manufacturing concern to successfully market its products. Airtel has from gradually and would want to take a stock of the satisfaction level of consumers and define areas where possible improvement may be made. The research work has been therefore selected in this area.

the company which produces products doesn't give life to sustain in competition without sales of products. So sales are important function of the manufacturing company to get profits. Through sales only wealth maximization if possible.

advertising are also one of the important functions in marketing. Through advertising only one company can sell its products. Here the distribution channels contain the dealers. Who are very near to the customers and act as middlemen between the organizations. So there is a need to study sales and distribute on strategies.

advertising system includes advertising channels. Which are sets of independent organizations involves in the process of making a product (or) a service available for the consumption. Advertising network is necessary for smooth flow of goods.

Scope of the study

the study aims to measure satisfaction level of the dealers regarding **bharti airtel limited**. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in rangareddy district. To sum up the project had within the scope of the study in the area of “effectiveness of sales and advertising” of **bharti airtel limited** in rangareddy district for a particular time period.

II. Objectives of the study

- ✓ To know the customer opinion about tariff rates of airtel (sales).
- ✓ To know the brand loyalty of airtel.
- ✓ To know the influencing factors of airtel (service of airtel).
- ✓ To know the market share of the airtel.
- ✓ To know the sources of awareness for the customers.
- ✓ To know the customer satisfaction on network of airtel.
- ✓ To know the satisfaction on services provided by airtel.
- ✓ To know the satisfaction of customers on recharge and top up cards when compare to other competitors.

III. Research methodology

One of the important tools for conducting marketing researching is the availability of necessary and useful data. Data collection is more of an than science the methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

Internal sources:

every company has to keep certain records such as accounts, records, reports, etc., these records provide sample information which can organizations usually keeps collecting in its working.

External sources:

when internal records are insufficient and required information is not available, the organizations will have to depend on external sources. The external sources of data are:

Primary data:

primary data are data gathered for a specific purpose or for a specific research report.

for systematically collecting the data the closed end questionnaire is used. The questionnaire consists of questions relating to various aspects of the study for proper data collection the questionnaire is divided into 2 sections. Both the sections are meant for the respondent only.

Secondary data:

secondary data are data that are collected for another purpose and already exist somewhere. Data pertaining to company is collected from company web site company catalogues and magazines. The company profile gives a detailed report of history various products manufacture by its etc.

Method of research

Survey method:

A survey is a complete operation, which requires some technical knowledge survey methods are mostly personal in character. Surveys are best suited forgetting primary data. The researcher obtains information from the respondents by interviewing them.

Sampling:

it is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group should be emanative cross section and really “representative” in character. This selection process is called sampling.

Sample size:

Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

Sampling plan:

1. Sampling unit -the business people, professionals are survived
2. Sampling procedure - stratified random sampling method is chosen.

the data collected from both the primary and secondary sources is tabulated and presented in a systematic from prior to classification and interpretation.

Method of sampling

Random sampling method

The method adopted here is random sampling method. A random sample is one where each item in the universe has as equal chance of known opportunity of being selected.

Research instrument

Questionnaire:

a questionnaire is carefully completed logical sequence of question directed to a define objective. It is the out line of what information is required and the framework on which the data is built upon. Questionnaire is son commonly used in securing market information that its preparation deserves utmost skill and care.

Forms of questions

Open ended questions:

they are descriptive in nature. Respondents are allowed to answer in their own words. Such questions buying the actual opinion of the respondent r
Regarding a product.

Closed ended questions:

they are not descriptive in nature. They will be given certain choices and the respondents have to choose choice among them. They make analysis easy but sometimes they restrict the respondents' choices.

Limitations

1. Time is the main limitation for the study, as project was restricted only for 45 days.
2. The methods used in this project are random sampling methods and results obtained may not be accurately fully accurate and believable.
3. The research has been centered to only one hundred customers of airtel, rather than innumerable customers dealing with different products of different brands across the globe.
4. The analysis is purely based on closed ended questions and due their deliberate manipulation, important information may be lost and even barriers of communication would cause a limitation.
5. The whole project research was confined to only customers of airtel

6. The research was done with the help of employees of the organization for some of the dealers and their barriers of communication or way to represent the topic would differ and actual information would be lost.
7. The dealers responded during the survey were possessing primary education and their views would not be able to provide the required information.

Iv. Importance of advertising:

The purpose of advertising is motivating but to sell something a product, a service or an airtel. The real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “increased awareness” list of the following specific objectives of advertising.

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- To build overall company image
- To build brand recognition

Personal selling

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods. It is a marketing process with which consumers are personally persuaded to by goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuries ago salesman ship was practiced in greece and rome. According to peter drucker cyrus meconie was the first man to use modern technique of selling.

Features:

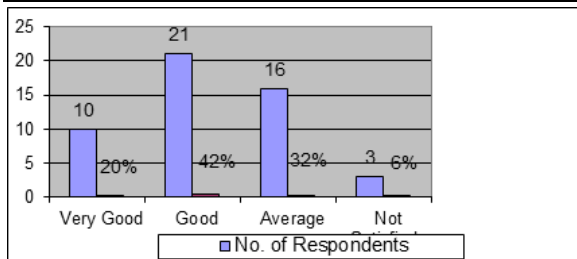
1. It helps to establish a cordial and obiding relationship between the organization and its customers.
2. It is a creative art. It creates wants a new.
3. It is a science, in the sense that “one human mind influences another human mind”.
4. Personal selling imparts knowledge and technical assistance to the consumers.

V. Data analysis and interpretation

The following table indicates **the level of satisfaction of consumers towards the purchase of airtel.**

Attributes	No. of Respondents	Percentage
Very Good	10	20%
Good	21	42%
Average	16	32%
Not Satisfied	3	6%
Total	50	100%

The floating graph representing services of airtel to the consumers

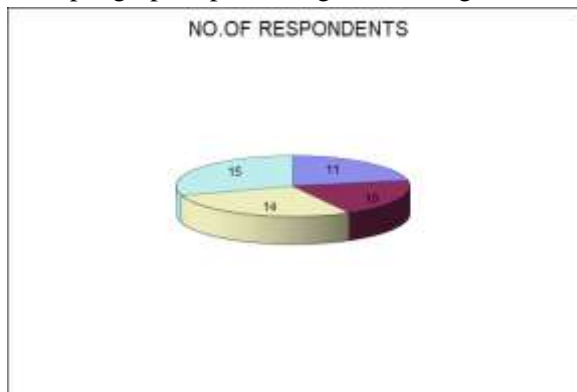


type of promotional activity towards to purchasing airtel

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
Advertisement	11	22%
Publicity	10	20%
Sales Promotion	14	28%
Word of Mouth	15	30%
TOTAL	50	100%

as per my survey, the above table reflects that advertisements 11 (22%), publicity 10 (20%), sales promotion 14 (28%), word of mouth 15 (30%) are the factors influencing to purchase of airtel.

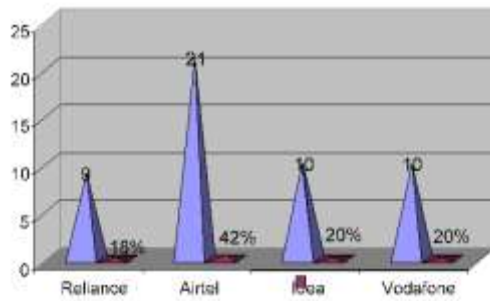
Blue pie graph representing influencing factors to purchase of airtel



The connection that most prefer by advertisements

Attributes	No. of Respondents	Percentage
Reliance	9	18%
Airtel	21	42%
Idea	10	20%
Vodafone	10	20%
Total	50	100%

The floating graph representing the connection that most prefer by advertisements



Findings

- The company is advertisement is not fair and is not reaching to all people.
- The advertisement is difficult to understand.
- Airtel is not concentrating on the promotional activities for the customers and for the retailers.
- Airtel is not giving gifts for the customers.
- The company is not concentrating on other types of advertising media.
- The package design is not communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network is not reaching to rural villages.
- Talk time is very less in prepaid cards.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- Airtel must improve their personnel selling direct contacting customers to give awareness of their products.

Suggestions

- Airtel is not giving gifts for the customers.
- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network should be expanding to rural villages.
- Talk time must be increased in prepaid cards.
- Reduce the tariff rates to increase the market share.
- The company should conduct road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- Airtel should introduce top up cards from 10 rupees on wards to increase more sales.
- The offers should be fairer and should also necessary to bring new siim cards with fascinating offers.
- It will help full in increasing of sales if the airtel brings cards for the different groups of people such as, students, employees, girls etc.,

CONCLUSION

I draw the conclusion from the project that word-of-mouth marketing and service maintenance in accordance with advertising and sales promotion efforts are the two most effective ways to promote any service.

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