

Soft Drinks Advertising and its Impact on Consumers' Buying Behavior: A Study of Kurukshetra District

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ABSTRACT

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 favorable 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 organization and or its products idea service etc. that is transmitted to target audiences through a mass medium. The present study aims to study the impact of advertisement in influencing the customers buying behavior for the cold drinks.

Key Words : Buying behavior, Advertising, Stimulation of demand, Publicity

INTRODUCTION

Nearly everyone in this modern world is influenced to some degree by advertising and other forms of promotion. Organizations in both the public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. The objective of all business is 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. Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labour.

In Latin, *ad vertere* means "to turn the mind toward. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or

successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through “branding,” which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA). 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”.

Advertising has been defined by different experts. Some of the quoted definitions are as follow:

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.

Stanton describes that “Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual openly, sponsored message regarding a product, service, or idea. This message called an advertisement is disseminated through one or more media and is paid for by the identified sponsor.

In developing an advertising program, one must always start by identifying the market needs and buyer motives and must make five major decisions commonly referred as 5M (mission, money message, media and measurement) 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 maters of automobiles, home appliances, etc., to introduce new product and new product features its uses its attributes, availability etc.¹

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

Advertising is particularly effective in certain other spheres too such as:

- When consumer awareness of products or service is at a minimum.
- When sales are increasing for all terms in an industry.
- When a product is new and incorporates technological advance not strong and.

It performance the following functions:

- Promotion of sales
- Introduction of new product awareness.
- Mass production facilitation
- Carry out research
- Education of people

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 advert singly main objective as hat of proving support to personal selling and other forms of promotion. But advertising is a highly versatile communications tools and may therefore by 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 9by 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).

Advertising as a tool to marketing not only reaches those who buy, but also those whose opinions or authority is counted for example a manufacturer of marble tiles and building boards advertises not only to people who intend to build houses but also to architect and engineers. While the manufacturers of pharmaceuticals products advertise to doctors as well as to the general public. At time it is necessary for a manufacturer or a concern to advertise things which it does not sell but which when sold stimulates the sales of its own product. There are concerns like electric heaters, iron etc. because the use of these increases the demand for their products.

Advertising should be used only when it promises to bring good result more economically and efficiently as compared to other means of selling. There are goods for which much time and efforts are required in creating a demand by sending salesman to prospective buyers than by simply advertising them. In the early days of the cash register in America it was sold by specially trained salesman who called on the prospective users and had the difficult task of convincing them that they could no longer carry on with the old methods, and that they urgently needed a cash register. In our country certain publishers have found it less costly to sell their books by sending salesman from house to house among prospective buyers than to advertise them. In these two examples the cost of creating demand would be too high if attempted by advertising alone under such circumstances advertising is used to make the salesman acceptable to the people they call upon to increase the confidence of the public in the house. Naturally when there are good profits competitors will be attracted and they should be kicked out as and when sufficient capital is available by advertising on a large scale. Immediate result may not justify the increased expenditure but it will no doubt secure future sales.

Designing Advertising Campaign:

Advertising is an organized series of advertising messages. It has been defined as “a planned, co-ordinate

series of promotional efforts built around a central theme and designed to reach specified goals.” In other words, it is an orderly planned effort consisting of related but self – contained and independent advertisements. The campaign may appear in one more media. it has single theme or keynote idea and a single objective or goal. Thus, “a unified theme of content provides psychological continuity throughout the campaign while visual and oral similarity provides physical continuity. In short run, all campaign wants pre-determined psychological reaction in the long run, practically all campaigns have sales goal.

The series of advertisements used in the campaign must be integrated with the sales promotional efforts and with the activities of the sales force.

Campaign varies in length some may run only for a few days, other for weeks, yet other for a season or the entire year. Usually a range of 3 to 6 months includes many campaigns. Many factors influence campaign length such as competitors advertising media, policies, seasonal falls curves of the product involved, the size of the advertising funds, campaign objectives and the nature of the advertisers marketing program.

The advertising campaign, especially those connected with the consumers aims at achieving these objectives:

- To announce a new product or improve product.
- To hold consumers' patronage against intensified campaign use.
- To inform consumers about a new product use.
- To teach consumers how to use product.
- To promote a contest or a premium offer.
- To establish a new trade regional, and
- To help solve a coca regional problem.

The institutional advertising campaigns on the other hand, have these objectives.

- To create a corporate personality or image.
- To build a company prestige.
- To keep the company name before the public.
- To emphasize company services and facilities.
- To enable company salesman to see top executive consistently when making sales calls, and
- To increase friendliness and goodwill towards the company.

The advertising campaigns are prepared by the advertising agencies, which work on behalf of their clients who manufacture product or service enterprises, which have services to sell. The word campaign is used because advertising agencies approach their task with a sum

Blanca of military fanfare in which one frequently hears words like target audience logistics, zero in and tactics and strategy etc.

The account executive co-ordinates the work in a campaign. The creation of an advertising campaign starts with an exploration of consumer's habits and psychology in relation to the product. This requires the services of statistical trained in survey techniques and of others trained in social psychology. Statisticians select samples for survey which are done by trained interviewers who visits individuals, included in the sample and ask question to find out about their taste and habits.

This enquiry often leads to a change in a familiar product. For instance, bathing soap may come in several new colors or cigarette in a new packet or talcum powder in another size. Such interviews are often quite essential to find out the appeal of advertising message for a product that would be most effective with consumers.

David Ogilvy describes a consumer's survey to find out the most meaningful benefit in which women are interested when they buy a face cream. The largest preference as given to "Cleans deep into pores" followed in order of importance by prevent dryness, "is a complete beauty treatment, recommended by skin doctors" makes skin look younger' contains estrogenic hormones, pasteurized for purity, prevent skin form aging, smooth our wrinkles Ogilvy concludes, form this voting come one of Helena Rubinstein's most successful face creams. We christened it deep cleanser, thus, building the winning form into name of the product.²

After getting the data the account executive puts together the essential elements of his clients' brief, interprets the research findings and draws up what he calls the "advertising strategy".

Several steps are required to develop an advertising campaign the number of stages and exact order in which they are carried out may vary according to organizations resources, the nature of its product and the types of audiences to be reached. The major stages/steps are:

Identifying and Analyzing the Advertising target:

Under this step it is to decide as to whom is the firm trying to reach with the message. The advertising target is the group of people towards which advertisements are aimed at four this purpose complete information about the market target i.e. the location and geographical location of the people, the distribution of age, income, sex, educational level, and consumers attitudes regarding

purchase and use both of the advertising product and competing products is needed with better knowledge of market target, effective advertising campaign can be developed on the other hand, if the advertising target is not properly identified and analyzed the campaign is does likely to be effective.

Determining the advertising objectives:

The objectives of advertisement must be specifically and clearly defined in measurable terms such as "to communicate specific qualities about a particulars product to gain a certain degree of penetration in a definite audience of a given size during a given period of time", increase sales by a certain percentage or increase the firms market shares."

The goals of advertising may be to:

i) Create a favorable company image by acquainting the public with the services offered available to the employees and its achievements.

ii) Create consumers or distributor awareness by encouraging requests providing information about the types of products sold; providing information about the benefits to be gained from use of the company's products or services; and indicating how product (or services) can be used;

iii) Encourage immediate sales by encouraging potential purchasers through special sales contests, getting recommendation of professional people about company's products etc

iv) It secures action by the reader through associating ideas, repetition of the same name in different contexts, immediate action appeal.

Creating the Advertising platform:

An advertising platform consists of the basic issues or selling points that an advertiser wishes to include in the advertising campaign. A single advertisement in an advertising campaign may contain one or more issues in the platform. A motorcycle producers advertising platform should contain issues which are of importance to consumers filling and such issues also be those which the competitive product do not possess.

Determining the Advertising Appropriation:

The advertising appropriation is the total amount of money which marketer allocates. Advertising for a specific time period determining the campaign budget involves estimating now much it will cost to achieve the

campaigns objectives. If the campaign objectives are profit relating and stated quantitatively, then the amount of the campaign budget is determined by estimating the proposed campaigns effectiveness in attaining them. If campaigns object is to build a particular type of company image, then there is little basis for predicting either the campaigns effectiveness or determining the budget required.

Selecting the Media:

Media selection is an important since it costs time space and money various factors influence this selection, the most fundamental being the nature of the target market segment, the type of the product and the cost involved. The distinctive characteristics of various media are also important. Therefore, management should focus its attention on media compatibility with advertising objectives (Table A).

So these are the media of the advertising campaign of the selecting of the media.

Creating the Advertising Messages:

This is an important stage of advertising campaign. The contents of the message have to be very carefully drafted in the advertisement. Characteristics of person in the advertising target influence the message content and form. An advertiser must use words, symbols and illustration that are meaningful, familiar and attractive to

those persons. The type of media also influences the content and form of the message.

Evaluating the Effectiveness of Advertising:

The effectiveness of advertising is measured for a variety of reasons:

- a) To determine whether a campaign accomplished its advertising objects.
- b) To evaluate the relative effectiveness of several advertisements to ascertain which copy, illustrations or layout is best.
- c) To determine the strengths and weaknesses of various media and media plans.

In other words, measuring advertising effectiveness is needed to determine whether proposed advertisement should be used and if they will be now they might be improved; and whether going campaign should be stopped, continued or changed. In accomplishing these purposes, pretests and post test are conducted. The former tests before exposing target consumers to advertisements and the latter after consumers have been exposed to advertisements and the latter after consumers have been exposed to advertisements.

For an effective advertising programme, the advertising manager requires a basic understanding of the medium that is going to carry it.

For effectively using advertising the management must test advertising to know which of the advertisement

	Media	Form
1.	Press Advertising or Print	
i)	Newspapers	City, Small town, Sundays, Daily, weekly, Fortnightly, quarterlies, financial and annuals, English, vernacular or regional languages.
ii)	Magazines	General or special, illustrated or otherwise, English, Hindi, Regional language.
iii)	Trade and Technical Journals, Industrial year books, commercial, directories, telephone, Directories, references books and annuals.	Circulated all over the country and among the industrialist and business magnates.
2.	Direct Mail	Circulars, catalogues, leaflets, brochures, booklets, folders, colanders, blotters, diaries and other printed material.
3.	Outdoor or Traffic	Poster and bills on walls, railways stations platforms outside public buildings trains, buses.
4.	Broadcast or radio and T.V.	Spot, Sectional or national trade cost
5.	Publicity	Movie Slides and films non-theatrical and documentary films metal plates and signs attaches to trees.
6.	House to house	Sampling, couponing, free gifts, novelties, demonstrations.
7.	Dealer aids	Counter and widows display demonstration given by retailer or the advertises goods.

to know which of the advertisement have proved profitable and why as compared to others.

Review of Literature :

The review of literature provided a road map to identify that how the creative department formulate and implement their strategies in the Indian advertising agencies. Some of the important studies by various authors relevant to this paper are as follow:

Chawla Suren (1981)³, Selvabaskar S. (2004)⁴ and Arathoon Marion (2008)⁵ describe the scope and problems involved in the selection of media and how it influences the planning and policies of the advertising agencies. Zeithaml Valarie A., Parasuraman A. and Berry Leonard L. (1985)⁶, Sudarshan R. and Jyothi K. Arun (2002)⁷ and Brownstein Marc (2007)⁸ talked about how advertising agencies formulate their strategies and implement it on the basis of socio, cultural and psychographic dimensions of advertising and talked about problems and strategies in service marketing. Cagley James W. (1986)⁹, Wackman Daniel B., Salmon Charles T and Salmon Caryn C (1986)¹⁰, Aaker and Stayman (1990)¹¹ gave their views on the creative strategies of advertising agency regarding their selection factor that influence the success of the agency client relationship. Michell Paul C.N. (1988)¹², Davis Linden A. (1989)¹³ Shanker Ravi (1995) and Holak Susan L. and Tang Y. Edwin (1990)¹⁴ talked about the emerging trends in Indian Advertising industry that these agencies are changing with the changing scenario and account loyalty in the advertising agencies. According to author, larger accounts are more loyal and the smaller agencies that have smaller accounts are less loyal and these accounts switch more as compared to larger one. Connor, Willemain, Machachlan (1996)¹⁵, gave brief idea on one of the strategies of advertising agencies regarding cost with the help of gross model and the strategy is related with developing advertising campaigns. Agnihotri Amit and Gupta Nikhil (2003)¹⁶ and RazdanAarti and Balakrishnan Ravi (2006)¹⁷ investigate that advertising industry grows at 12 percent. Further, the author analyzed that the print to grow faster than television and growth in television to continue and their strategy is changing with the changing demand of the market. PruthiVandna (2003)¹⁸ Shukla Archna (2004)¹⁹, Gabrielsson Peter, Gabrielsson Mika and GabrielssonHannele (2008)²⁰ and Srinivasan Lalitha (2009) focused stresses that personnel of creative department of advertising agencies create

and implement the right strategy at right time to improve the quality of copyright.

The present study considers the advertising agencies in different ways that how the working has changed with the passage of time. There has been relatively little research focusing on the working and strategic approach of the advertising agencies, which are unique and different than the others. It was therefore, observed that carrying out such a diagnostic study would be timely and appropriate. The related literature has been reviewed as to make this study meaningful. The review of literature has gone a long way in making this study in the right direction.

METHODOLOGY

Objectives of the study:

To study the impact of advertisement in influencing the customers buying behavior for the cold drinks.

Hypothesis of the Study:

The customer is fully influenced through the advertisement for taking purchase decision for the cold drinks.

Research Design:

Descriptive Research Design is used in this study.

Data Collection Methods: The source of data includes primary and secondary data sources.

– **Primary Sources:** Primary data has been collected directly from sample respondents through questionnaire and with the help of interview.

– **Secondary Sources:** Secondary data has been collected from standard textbooks, Newspapers, Magazines and Internet.

Research Instrument: Research instrument used for the primary data collection is Questionnaire.

Sampling Technique: Convenience

Sample Size: 160 Respondents.

Profile of the Respondents taken in the Sample		
Attributes	Ranks	Total Respondents
Gender	Male	54
	Female	106
Age (in Years)	20-30	34
	31-40	71
	41-50	46
	>50	09

Tools: Cross Tabs, Chi-square

Area of Study: Kurukshetra District

RESULTS AND DISCUSSION

The data collected from the respondents is analyzed as follow:

On analyzing the data presented in the Table 1, it was found that highly significant majority of respondents (above 90.00 %) irrespective of the variable agreed with the view that they take cold drinks.

Classifying the data on the basis of gender variable it was ascertained that highly significant majority of both male respondents (94.40 %) and female respondents (91.50 %) provided positive responses about the statement. Further on the basis of age variable it was found that significant majority of respondents (88.90 %) in the age group of above 50 years and highly significant majority of respondents (above 90.00 %) in the remaining age groups favored the poser. Statistically no significant

association was seen between the variables and the statement.

The data presented in the Table 2 in relation to the query that if they see the advertisement of cold drink highlights that highly significant majority of respondents irrespective of the variable agreed with the poser.

On analyzing the data on the basis of gender variable it was ascertained that highly significant majority of male respondents (92.60 %) and female respondents (91.50 %) were satisfied with the issue. On the basis of age variable, it was inferred that all the respondents in the age group of above 50 years and highly significant majority of respondents (above 90.00 %) in the age group of 20-40 years as against the significant majority of respondents (89.10 %) in the age group of 41-50 years provided the positive responses to the poser.

The responses presented in the Table 3 regarding the issue that if the respondents see the advertisement on television demonstrates that highly significant majority

Table 1 : Do you take cold drinks

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	51 (94.4)	2 (3.7)	1 (1.9)	0.665
	Female	97 (91.5)	4 (3.8)	5 (4.7)	
Age (in years)	20 – 30	31 (91.2)	3 (8.8)	0 (00.0)	0.291
	31 – 40	66 (93.0)	1 (1.4)	4 (5.6)	
	41 – 50	43 (93.5)	2 (4.3)	1 (2.2)	
	>50	8 (88.9)	0 (00.0)	1 (11.1)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$.

Table 2 : Have you seen the advertisement of cold drink?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	50 (92.6)	4 (7.4)	0 (00.0)	0.813
	Female	97 (91.5)	9 (8.5)	0 (00.0)	
Age (in years)	20 – 30	31 (91.2)	3 (8.8)	0 (00.0)	0.707
	31 – 40	66 (93.0)	5 (7.0)	0 (00.0)	
	41 – 50	41 (89.1)	5 (10.9)	0 (00.0)	
	>50	9 (100.0)	0 (00.0)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$.

Table 3 : Do you see the advertisement of your favorite brand of cold drink on Television

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	53 (98.1)	1 (1.9)	0 (00.0)	0.625
	Female	105 (99.1)	1 (0.9)	0 (00.0)	
Age (in years)	20 – 30	34 (100.0)	0 (00.0)	0 (00.0)	0.831
	31 – 40	70 (98.6)	1 (1.4)	0 (00.0)	
	41 – 50	45 (97.8)	1 (2.2)	0 (00.0)	
	>50	9 (100.0)	0 (00.0)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. p<0.050

of respondents agreed with the view point.

Classifying the data on the basis of gender variable it was noticed that highly significant majority of female respondents (99.10 %) and male respondents (98.10 %) agreed with the statement. On the basis of age variable, it was ascertained that all the respondents in the age group of 20-30 years and above 50 years as against the highly significant majority of respondents (Above 90.00 %) in the remaining age groups favored the point of view.

The Table 4 highlights the responses in relation to the issue that if many types of advertisement are available at this moment and on analyzing the responses it was found that highly significant majority of respondents favored the poser. On the basis gender variable, it was established that highly significant majority of female respondents (94.30 %) and male respondents (90.70 %) favored the poser. On the basis of age variable, it was inferred that significant majority of respondents (88.90 %) in the age group of above 50 years and highly

significant majority of respondents (above 90.00 %) in the remaining age groups favored the point

The data highlighted in the Table 5 regarding the issue that if respondents are influenced by the slogan used in advertisement show that majority of respondents agreed with the view point.

On the basis of gender variable, it was found that high majority of male respondents (70.40 %) in comparison to the female respondents (61.30 %) favored the point of view. Categorizing the data on the basis of age variable it was found that high majority of respondents (73.90 %) in the age group of 41-50 years and fair majority of respondents in the age group of 31-40 years (60.60 %) and in the age group of above 50 years (66.70 %) in comparison to the majority of respondents (58.80 %) in the age group of 20-30 years favored the poser.

On analyzing the data presented in the Table 6 it was found that significant majority of respondents (Above 80.00 %) were of the view that theme and making of the

Table 4: Many types of advertisements are available at this moment of your most liked brand?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	49 (90.7)	4 (7.4)	1 (1.9)	0.689
	Female	100 (94.3)	5 (4.7)	1 (0.9)	
Age (in years)	20 – 30	31 (91.2)	2 (5.9)	1 (2.9)	0.699
	31 – 40	68 (95.8)	2 (2.8)	1 (1.4)	
	41 – 50	42 (91.3)	4 (8.7)	0 (00.0)	
	>50	8 (88.9)	1 (11.1)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. p<0.050.

Table 5 : Are you influenced by the slogan used in advertisement of the cold drink?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	38 (70.4)	14 (25.9)	2 (3.7)	0.506
	Female	65 (61.3)	37 (34.9)	4 (3.8)	
Age (in years)	20 – 30	20 (58.8)	13 (38.2)	1 (2.9)	0.515
	31 – 40	43 (60.6)	26 (36.6)	2 (2.8)	
	41 – 50	34 (73.9)	10 (21.7)	2 (4.3)	
	>50	6 (66.7)	2 (22.2)	1 (11.1)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$

Table 6 : If the theme and making of the advertisement of your favorite brand of cold drink is appealing?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	46 (85.2)	6 (11.1)	2 (3.7)	0.419
	Female	91 (85.8)	7 (6.6)	8 (7.5)	
Age (in years)	20 – 30	30 (88.2)	3 (8.8)	1 (2.9)	0.645
	31 – 40	61 (85.9)	5 (7.0)	5 (7.0)	
	41 – 50	39 (84.8)	3 (6.5)	4 (8.7)	
	>50	7 (77.8)	2 (22.2)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$

advertisement is appealing. Classifying the responses on the basis of gender variable it was found that significant majority of male respondents (85.20 %) and female respondents (85.80 %) provided their assent to the poser. On the basis of age variable, it was inferred that high majority of respondents (77.80 %) in the age group of above 50 years and significant majority of respondents (above 80.00 %) in the remaining age groups provided the positive responses to the poser.

The Table 7 demonstrates the data in relation to the statement that if advertisement has forced them to consume more. On analyzing the responses, it was found that the highly significant majority of respondents (above 90.00 %) agreed with the view point.

Classifying the responses on the basis of gender variable it was inferred that highly significant majority of male respondents (94.40 %) and female respondents (92.50 %) provided the positive responses to the point of view. On the basis of age variable, it was found that all

the respondents in the age group of above 50 years and highly significant majority of respondents (Above 90.00 %) in the age group of 31-50 years in comparison to the significant majority of respondents (85.30 %) in the age group of 20-30 years were in the agreement with the issue.

On examining the data presented in the Table 8, it was found that significant majority of respondents (Above 80.00 %) were in agreement with the issue that advertisement is necessary for the sale of cold drinks. On the basis of gender variable, it was found that significant majority of female respondents (89.60 %) and male respondents (85.20 %) favoured the point of view. Further analyzing the responses on the basis of age variable it was noticed that all the respondents in the age group of above 50 years and highly significant majority of respondents (93.50 %) in the age group of 41-50 years as compared to the significant majority of respondents (85.30 %) in the age group of 20-30 years and the

Table 7 : Do you think that advertisement has forced you to consume product more?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	51 (94.4)	2 (3.7)	1 (1.9)	0.803
	Female	98 (92.5)	4 (3.8)	4 (3.8)	
Age (in years)	20 – 30	29 (85.3)	3 (8.8)	2 (5.9)	0.386
	31 – 40	66 (93.0)	2 (2.8)	3 (4.2)	
	41 – 50	45 (97.8)	1 (2.2)	0 (00.0)	
	>50	9 (100.0)	0 (00.0)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. p<0.050

Table 8 : Advertisement, is necessary for sale of cold drink?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	46 (85.2)	8 (14.8)	0 (00.0)	0.096
	Female	95 (89.6)	7 (6.6)	4 (3.8)	
Age (in years)	20 – 30	29 (85.3)	4 (11.8)	1 (2.9)	0.698
	31 – 40	60 (84.5)	9 (12.7)	2 (2.8)	
	41 – 50	43 (93.5)	2 (4.3)	1 (2.2)	
	>50	9 (100.0)	0 (00.0)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. p<0.050.

respondents (84.50 %) in the age group of 31-40 years provided the positive responses to the poser.

On investigating the data presented in the Table 9 it was found that high majority of respondents (above 70.00 %) agreed with the view point that advertisement adds to the profit. On the basis of gender variable it was found that significant majority of female respondents (83.00 %) as against the male respondents (79.60 %) were in agreement with the view point. On the basis of age variable it was inferred that high majority of respondents (76.50 %) in the age group of 20-30 years as compared to significant majority of respondents (Above 80.00 %) in the remaining age groups provided the positive responses for the poser.

On analyzing the responses as presented in the Table 10 it was found that high majority of respondents (above 70.00 %) agreed with the poser that the study of effectiveness contribute to improvements in present

advertisement. On the basis of gender variable it was found that high majority of male respondents (79.60 %) and female respondents (75.50 %) were in agreement with the poser. On the basis of age variable it was found that significant majority of respondents (88.90 %) in the age group of above 50 years and the respondents (80.30 %) in the age group of 31-40 years in comparison to the high majority of respondents (73.90 %) in the age group of 41-50 years and the respondents (70.60 %) in the age group.

Given the aforesaid position, the views of the respondents were obtained to ascertain whether advertisement effectiveness is necessary for the company. On analyzing the responses presented in the Table 11, it was noticed that highly significant majority of respondents (above 90.00 %) irrespective of the variable favored the poser. On the basis of gender variable, it was ascertained that highly significant majority of male

Table 9: The expenditure incurred on advertisement of cold drink is such effective that it adds to profit?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	43 (79.6)	9 (16.7)	2 (3.7)	0.291
	Female	88 (83.0)	10 (9.4)	8 (7.5)	
Age (in years)	20 – 30	26 (76.5)	6 (17.6)	2 (5.9)	0.855
	31 – 40	59 (83.1)	8 (11.3)	4 (5.6)	
	41 – 50	38 (82.6)	4 (8.7)	4 (8.7)	
	>50	8 (88.9)	1 (11.1)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$

Table 10 : The study of effectiveness contributes to improvements in present advertisement?

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	43 (79.6)	10 (18.5)	1 (1.9)	0.744
	Female	80 (75.5)	22 (20.8)	4 (3.8)	
Age (in years)	20 – 30	24 (70.6)	9 (26.5)	1 (2.9)	0.632
	31 – 40	57 (80.3)	13 (18.3)	1 (1.4)	
	41 – 50	34 (73.9)	9 (19.6)	3 (6.5)	
	>50	8 (88.9)	1 (11.1)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$

Table 11 : Advertisement effectiveness is necessary for company

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	50 (92.6)	3 (5.6)	1 (1.9)	0.664
	Female	95 (89.6)	6 (5.7)	5 (4.7)	
Age (in years)	20 – 30	31 (91.2)	3 (8.8)	0 (00.0)	0.300
	31 – 40	64 (90.1)	5 (7.0)	2 (2.8)	
	41 – 50	41 (89.1)	1 (2.2)	4 (8.7)	
	>50	9 (100.0)	0 (00.0)	0 (00.0)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.050$.

respondents (92.60 %) in comparison to the significant majority of female respondents (89.60 %) agreed with the poser.

Classifying the responses on the basis of age variable

it was found that all the respondents in the age group of above 50 years and highly significant majority of respondents (above 90.00 %) in the age group of 20-40 years as compared to the significant majority of

Table 12: While buying the cold drinks customers see whether it is original or duplicate

Attributes/ Responses	Ranks	Satisfied	Dissatisfied	Undecided	P
Gender	Male	46 (85.2)	7 (13.0)	1 (1.9)	0.558
	Female	93 (87.7)	9 (8.5)	4 (3.8)	
Age (in years)	20 – 30	30 (88.2)	3 (8.8)	1 (2.9)	0.528
	31 – 40	62 (87.3)	5 (7.0)	4 (5.6)	
	41 – 50	39 (84.8)	7 (15.2)	0 (00.0)	
	>50	8 (88.9)	1 (11.1)	0 (00.0)	

respondents (89.10 %) in the age group of 41-50 years provided the positive responses to the poser.

On analyzing the data presented in the table 1.12 it was ascertained that the significant majority of respondents (above 80.00 %) were in agreement with the statement that while buying the cold drinks customers see whether it is original or duplicate. On the basis of gender variable it was found that significant majority of female respondents (87.70 %) and male respondents (85.20 %) favored the point of view. Further classifying the responses on the basis of age variable it was inferred that significant majority of respondents (above 80.00 %) irrespective of their age agreed with the statement.

Findings :

1. Highly significant majority of respondents (above 90.00 %) irrespective of the variable agreed with the view that they take cold drinks.
2. Highly significant majority of respondents irrespective of the variable agreed with the poser that they see the advertisement of cold drink.
3. Highly significant majority of respondents agreed with the view point that they see the advertisement on television.
4. It was found that highly significant majority of respondents that many types of advertisement are available at this moment.
5. Majority of respondents agreed with the view point that they are influenced by the slogan used in advertisement.
6. Significant majority of respondents (Above 80.00 %) were of the view that theme and making of the advertisement is appealing.
7. Highly significant majority of respondents (above

90.00 %) agreed with the view point that advertisement has forced them to consume more.

8. Significant majority of respondents (Above 80.00 %) were in agreement with the issue that advertisement is necessary for the sale of cold drinks.

9. High majority of respondents (above 70.00 %) agreed with the view point that advertisement adds to the profit.

10. High majority of respondents (above 70.00 %) agreed with the poser that the study of effectiveness contribute to improvements in present advertisement.

11. Highly significant majority of respondents (above 90.00 %) irrespective of the variable favored the poser that advertisement effectiveness is necessary for the company.

12. Significant majority of respondents (above 80.00 %) were in agreement with the statement that while buying the cold drinks customers see whether it is original or duplicate.

Suggestions:

- Advertisement should not be too expensive, because the advertisement leads and increase the prize of the product.
- Media should be selected according to the choice of customers.
- In rural areas media should be according to the choice of the people.
- To give more attention in making the advertisement to make it effective for the sale of cold drink.
- Price should be decreased so as to attract the consumers to use product more.
- To give attention on the weak media of

advertisement so that the consumers comes to know about the product.

– It should be attractive one so that people are attracted toward the advertisement.

Liminations of the study:

- The study relied mainly on the primary data.
- Consumer gave very unclear picture.
- Limited time.
- The study is based on limited sample.

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