

## A Study on Advertising Effectiveness With Special Reference to Aachi masala at Chennai.

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### Abstract

Advertising is the integral part of our daily life. It is a pervasive method of marketing in society which encourages people to purchase goods and services. Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities which in turn improves the income. It motivates people to consume more material and thereby improves their standard of living. Effective advertising generates demand for goods and services and calls for more production which requires more physical and human resources, thus creating employment opportunities. The process is not automatic. To be effective, advertising must be carefully planned and executed. This paper addresses that the advertising effectiveness, satisfaction level, promotional factors and the reasons for liking the advertisement of aachi masala.

**Keywords:** Advertising, Demand, Employment opportunities and Advertising effectiveness.

## 1.Introduction

Advertising is a popular device employed in the modern marketing system. With the expansion of scale production , the growth of competition amongst the producers to capture markets and the invention of substitutes for almost all kinds of products, effective advertising has become more indispensable.

### 1.1.Meaning

The word advertising is derived from two Latin words, viz., “Ad” and “Verbo”. “Ad” means “towards” and “Verbo” means “I turn”. Literally it means to turn the people’s attention to a specific thing.

### 1.2.Definition

**Definition of the American Marketing Association :** “Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.

### 1.3.Objectives

1. Market segmentation refers to the target audience for advertising can be defined and identified.
2. An insight into buyer behaviour is at the core of communication objectives.
3. It is advertising which gives a product a distinct form and can contribute to the success of a brand.
4. Advertisement objective will be derived from marketing objectives which will be based on an ongoing assessment of the market situation, competition , price position , distribution channels and their incentives objectives and so forth.
5. A statement of advertising objectives must include the parameters and norms of measurement and benchmarks, if any, against which such measurement is intended or planned.

### 1.4.Elements of Advertising

- ❖ Non-personal communication.
- ❖ Matter of record.
- ❖ Paid form of publicity.
- ❖ Persuasion of the buyers.

- ❖ Identifiable with the sponsors.

### 1.5.Functions of Advertising

- Cheapening of prices
- Widening of the market.
- Reduction of distribution expenditure.
- Maintenance of better quality and services.
- Promotion of social welfare.

### 1.6.Advantages of Advertising

Advertising is looked upon as a very essential tool in the hands of the salesman. Not only the manufacturer but also a number of persons and institutions are benefited by it.

#### 1. *Advantages to the manufacturers*

- ✓ Increase in the volume of sales.
- ✓ Facilitates large scale production.
- ✓ Production from competition.

#### 2. *Advantages to the salesman*

- ✓ Facilitates selling.
- ✓ Creation of confidence.
- ✓ Lesser efforts.

#### 3. *Advantages to the retailers*

- ✓ Increase the turnover
- ✓ Publicity.
- ✓ Minimum efforts.

#### 4. *Advantages to the consumers*

- ✓ Quality of the product.
- ✓ Selection of products.
- ✓ Fair price.

#### 5. *Advantages to the society*

- ✓ Educative value.
- ✓ Employment opportunities.

## **2.Company Profile**

Aachi Group was found in the year 1995 by Mr. A.D.Padmasingh Isaac, a first generation entrepreneur with BBA and hailing from Nazareth in Tirunelveli District of Tamil Nadu. Undoubtedly, Aachi has come to rule the kitchen today!

Aachi has become a household name because of its excellent quality products catering to the common people. The product range is so wide that no household can afford to miss Aachi products from its kitchen.

The success of Aachi can be attributed to the following: Excellent Quality products, Strong resources & Marketing Network, Continuous market analysis and Survey of customer needs, Standardization & upgradation of products as per international standards and Excellent Brand Recall.

## **3.Research Methodology**

### **3.1.Research**

Research is careful investing or enquire especially through search for new fact in any branch of knowledge.

### **3.2.Research Methodology**

It is a way to systematic solve the research problem it may be understood as since of studying how research it done scientifically.

### **3.3.Objectives Of Study**

- 1.To study the socio-demographic factor of the respondents.
- 2.To study the advertising effectiveness of aachi masala.
- 3.To measure the advertisement effectiveness of aachi masala .
- 4.To study the satisfaction level of the respondents.
- 5.To analysis the promotional factors which influence the sales.
- 6.To find out the reasons for liking the advertisement of aachi masala.

### 3.4.Limitation of the study

- 1.Time factor restrains ingoing for a complete detailed report.
- 2.Since the survey is based on the respondents it may differ from others.

### 4.Review of Literature

**Auken (2004)**, says that to create emotional connection with the consumer, a brand should gain trust of the consumer and such emotional connection comes from advertising and positive shared experiences with the brand over time.

**Du Plessis (2005)** , conducted exhaustive advertising research to study Advertising effectiveness. From the available data base their agency could understand that the “most memorable advertising over the years is based on emotion as measured by advertising likeability”.

### 5.Data Analysis and Interpretation

**Table-5.1**

**Distribution of the respondents by their age**

S.NO	AGE	NO.OF.RESPONDENTS	PERCENTAGE
1	20-30 Years	60	55
2	31-40 Years	30	27
3	41-50 Years	19	17
4	Above 51 Years	1	1
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**Source: Primary data.**

#### **Inference**

The table shows that 55% of the respondents are in the age group of 20-30 , 27% of the respondents are 31-40, 17% of the respondents are 41-50, and remaining 1% of respondents are above 51 years.

Chart-5.1

Chart representing the distribution of the respondents by their age

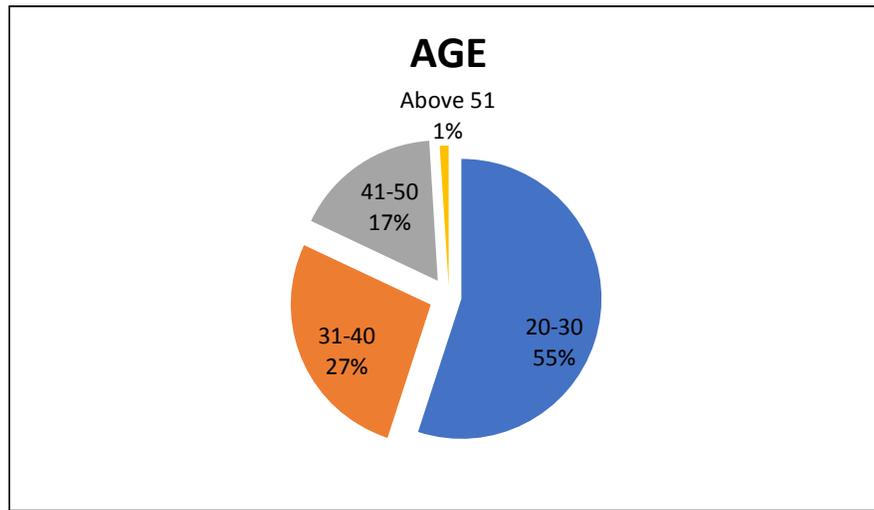


Table-5.2

Distribution of the respondents by their area

S.NO	AREA	NO.OF.RESPONDENTS	PERCENTAGE
1	Rural	13	12
2	Urban	10	9
3	Semi-urban	87	79
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

Source: Primary data.

#### Inference

The table shows that 79% of the respondents are coming from semi-urban area, 12% of the respondents are in rural and remaining, 9% of the respondents from in urban area.

Chart-5.2

Chart representing the distribution of the respondents by their area

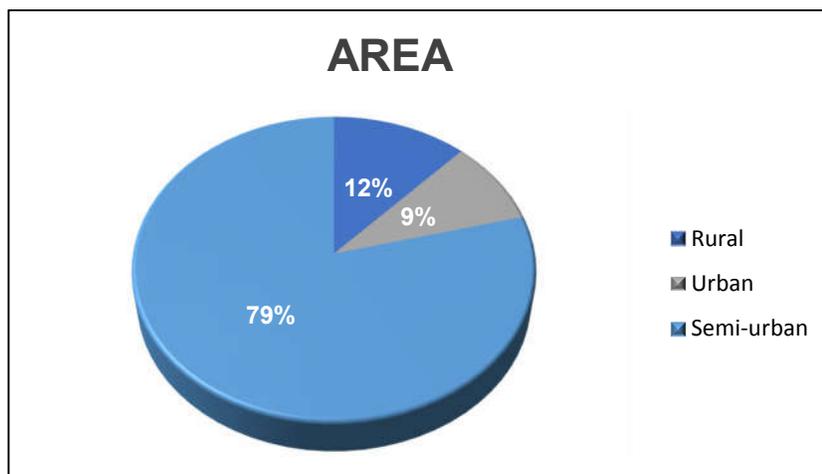


Table-5.3

Distribution of the respondents regarding the frequency of using this product

S.NO	LONG	NO.OF.RESPONDENTS	PERCENTAGE
1	6 Month	32	29
2	1 Year	42	38
3	2 Years	14	13
4	3 Years	22	20
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

Source: Primary data.

#### Inference

The above table shows that 38% of the respondents are using aachi product from 1 year onwards, 29% of the respondents are using from 6 month, 20% of them are from 3 years and 13% of them are from 2 years onwards.

Chart-5.3

Chart representing the distribution of the respondents regarding the frequency of using this product

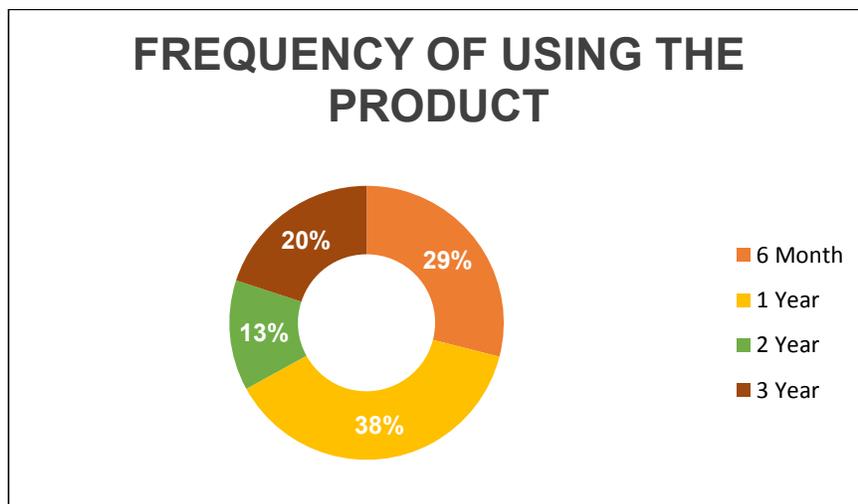


Table-5.4

Distribution of the respondents regarding advertisements necessity

S.NO	NECESSARY	NO.OF.RESPONDENTS	PERCENTAGE
1	Strongly agree	33	30
2	Agree	63	57
3	Neutral	4	4
4	Disagree	4	4
5	Strongly disagree	6	5
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

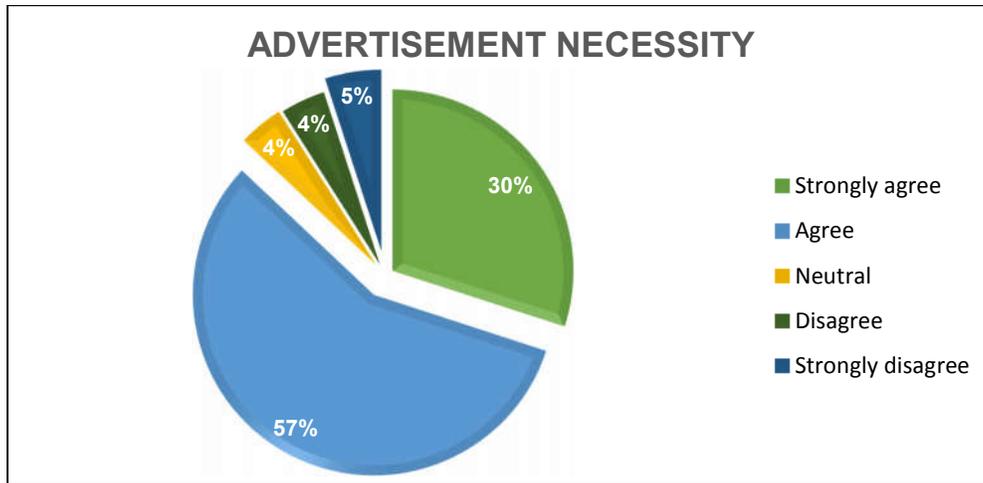
Source :Primary data

#### Inference

The above table shows that 57% of the respondents agree that advertisements is necessary for promoting the product, 30% of them were strongly agree, 4% of them were strongly disagree, 5% of them were strongly disagree the statement.

**Chart-5.4**

**Chart representing the distribution of the respondents regarding advertisements necessity**



**Association between age and frequency of using the product**

**Null hypothesis**

There is no significant association between age and frequency of using the product.

**Alternative hypothesis**

There is a significant association between age and frequency of using the product.

FREQUENCY OF USING THE PRODUCT						
S.NO	Age	6 Year	1 Year	2 Year	3 Year	Statistical inference
1	20-30	18	18	8	12	C.V=18.6
2	31-40	7	20	5	5	T.V=16.919
3	41-50	8	6	1	1	C.V>T.V
4	Above 51	0	0	0	1	18.6>16.919 Significant

**Degree of freedom**

$$=(R-1) (C-1)$$

$$=(4-1) (4-1)$$

$$=(3) (3)$$

$$=9$$

9 at 5% level

### Inference

There is a significant association between age and frequency of using the product.

Hence, the alternative hypothesis is accepted and null hypothesis is rejected.

### Association between area and advertisements necessity

#### Null hypothesis

There is no significant association between area and advertisements necessity.

#### Alternative hypothesis

There is a significant association between area and advertisements necessity.

AREA AND ADVERTISEMENTS NECESSITY							
S.NO	Area	Strongly disagree	Agree	Neutral	Disagree	Strongly disagree	Statistical inference
1	Rural	2	9	1	3	1	C.V=12
2	Urban	5	4	0	0	0	T.V=15.507
3	Semi-urban	29	49	2	3	2	C.V<T.V 12<15.507 Not significant

#### Degree of freedom

$$=(R-1) (C-1)$$

$$=(3-1) (5-1)$$

$$=(2) (4)$$

$$=8$$

8 at 5% level.

## **Inference**

There Is No Significant Association between Area and Advertisements Necessity.

Hence, The Alternative Hypothesis Is Rejected And Null Hypothesis Is Accepted.

## **6.Suggestions**

- 1.It is suggested to advertise necessarily in all the media.
- 2.Majority of the respondents feels that the company should increase the frequency of advertisements in media.

## **7.Conclusion**

The operating environment for advertisement is under going rapid transformation. Their clients markets are becoming more demanding. The intensity of advertising creativity is a contributing factor in the effectiveness of an ad. Highly creative tactics and offer objectives evidence that creativity is a valid probabilistic tool for gauging advertising effectiveness. So , advertising is most important thing to increase the sales of the product.

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