

## Statistical Approach to study the Advertising Strategy and Its Effectiveness Towards Automotive

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### ABSTRACT

Advertising is new and unique form of eschewal- of- home advertising and presents a unique occasion for advertisers to reach a variety of targeted cult lives. This study explores the effectiveness of advertising strategy from the perspective of consumers. The target cult comprises scholars between the ages of 20 and 30 times at two of the largest domestic area. Convenience slice was used and a total of questionnaires were completed. The results indicated that there is a positive correlation between recall and attention paid to bus advertising; between stations towards advertising on machine sedulity and the recall thereof; and consumer's general station towards advertising and their station towards advertising strategy. It also revealed that advertising is far from being unnoticed by people, who, in fact, accepted it, better than was anticipated. The findings also inferred that the medium is more effective when attesters' have a more positive station towards advertising in general.

**Keywords:** Advertisement, Social Media, Brand

### INTRODUCTION

Advertisement is a communication and its purpose is to inform implicit guests about products and services and how to use and gain them. Every major medium is used to deliver these dispatches, including TV, radio, pictures, magazines, journals, and internet. It's frequently placed by an advertising agency on behalf of a company. Advertisement influences our lives in numerous unknowing ways because of rapid-fire changes in the macro terrain. These days advertising is regarded as ' a paid form of non-personal donation of ideas, goods and services by an linked guarantor. Testing or evaluation of advertising effectiveness refers to the directorial exercise aimed at relating the advertising results to the established norms of performance and objects so as to assess the real value of the advertising performance.

This evaluation exercise is also known as the advertising exploration. It's a exploration exertion accepted to measure the worth of the specific rudiments of an announcement or the aspects of entire advertising programme. It's an attempt to know whether the communication designed duly has reached the topmost number of prospects at the least practical cost. There are colorful types of media use for advertising these are print media, electronic media etc. Of all the media, review is considered as the backbone of advertising programme as it has continued to remain the most important communication carrier. Of the total space, 45 percent goes to announcements in form or the other and rest for textual matter

### Advertisement

The significance of advertising is" steadily on the increase in ultramodern society." Just as the media of social communication themselves have enormous influence far and wide, so advertising, using media as its vehicle, is a pervasive, important force shaping stations.The field of advertising is extremely broad and different. In general terms, of course, an announcement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two introductory purposes to inform and to convert, and — while these purposes are distinguishable — both veritably frequently are contemporaneously present. Advertising isn't the same as marketing( the complex of marketable functions involved in transferring goods from

directors and consumers) or public relations( the methodical trouble to produce a favorable public print or image' of some person, group, or reality). In numerous cases, however, it's a fashion or instrument employed by one or both of these. Advertising can be veritably simple or it can be veritably complex, involving sophisticated exploration and multimedia juggernauts that gauge the globe. It differs according to its intended followership, so that, for illustration, advertising aimed at children raises some specialized and moral issues significantly different from those raised by advertising aimed at competent grown-ups. Not only are numerous different media and ways employed in advertising; advertising itself is of several different kinds marketable advertising for products and services; public service advertising on behalf of colorful institutions, programs, and causes; and — a miracle of growing significance moment — political advertising in the interests of parties and campaigners. Making allowance for the differences among the different kinds and styles of advertising, we intend what follows to be applicable to them all.

### **Advertising Objectives**

Advertising objects are the accomplishment of the advertising communication to a specific target followership during a given time frame. The colour objects in general Company generally advertises in order to achieve any one of the following

### **STATEMENT OF THE PROBLEM**

The automotive assiduity being a people concentrated assiduity wanted to know its commerce with client who keep the product of the assiduity and are feeding to people at large by serving motorcars. Therefore a study was conducted to find out the relationship and the commerce between the assiduity and the client by announcement effectiveness on the base of trade, service etc., and hence the design with title “ A study on announcement effectiveness with reference to machine assiduity, ” was drafted which includes an in depth check of customs.

### **OBJECTIVES OF THE STUDY**

To know the strategy of client mindfulness on advertising automotive, To identify the announcement and deals creation of the brand in machine, To know about the announcement strategy and its effectiveness, To study the factors impacting the reasons to buy the brand.

### **LIMITATIONS OF THE STUDY**

The study assumes that the information was given by the customer without bias. The study is done based on the opinions of the sample taken at simple random, the size of which is 120. There searcher found it difficult to collect the questionnaire, since some of the respondents did not give proper response in the sales point. The customers did not respond properly during peak hours.

### **REVIEW OF LITERATURE**

**(Baack et al ; Chan & Fung, 2016)**Advertising effectiveness is a complex construct to measure; it therefore tends to be measured through other measurement concepts, such as unaided recall, attitudes, attention and perceptions. There has been little very research conducted on the effectiveness of advertising on cars. Current research has mainly focused on outdoor advertising and some other forms of public transit advertising mediums. This study therefore served to bridge this apparent gap in the existing literature. With respect to unaided recall of individual elements the results indicated that respondents could recall pictures and colours the most. This implies that these elements attract the most attention and are therefore most recalled on an unaided basis. From the results it can be deduced that advertisements on cars are most effective in terms of recall and attention if the focus is on specific colours and eye-catching designs. This is in line with previous studies, which indicated that creative eye catching advertisements facilitate recall

**Clow,C.E.,& Baack,D.(2017)**Thus, the creative use of individual elements in advertisements and avoidance of clutter, in the form of unnecessary information can be used to increase the attention grabbing capability of advertising on cars. With regard to the Generation Y's attitudes towards advertising on cars and the ability to recall the advertisement, the results showed that there was a

significant correlation between the two constructs. The results indicated that those respondents' who had favourable attitudes towards advertising on cars were more able to recall several advertisements on cars.

**Veloutsou and O'Donnell (2018)** it is not common for people to express positive attitudes towards any particular advertising medium. Therefore in this study, it is surprising that respondents' showed rather favourable attitudes towards advertising on cars. This might be due to Generation-Y considering this to be a relatively new and novel advertising medium.

**(Osborne&Coleman;Donthueta,Prendergast&Hang,2019)**. Previous studies state that positive attitudes towards advertising in general lead to greater recall of advertisements than those with a negative attitude The results of this study also indicated a definite relationship between attitudes towards car advertising and the ability to recall advertising on cars. The results showed that respondents' perceptions towards advertising in general were positively correlated with their perceptions of advertising on cars.

**Veloutsou and O'Donnell (2020)** perceptions of advertising in general can have an influence the acceptability of new forms of advertising, such as advertising on cars. Since perceptions towards advertising on cars were relatively positive, this is a good indicator of the effectiveness of the medium because perceptions can be one of the major barriers to effective advertising. As perceptions are one of the most reliable measures of effectiveness (Veloutsou & O'Donnell,2005), this study showed that advertising on cars is effective as a transit advertising medium from the Y generations' perspective.

**Leo (2021)** defines advertising as a controlled, identifiable and persuasive communication that is presented via the mass media and designed to develop product demand and to create a favourable image for a company. Advertising is a paid form of non-personal presentation of ideas, goods and services by an identified sponsor with a view to disseminate information concerning an idea, product and service The Advertising Practitioners Council of Nigeria defines advertising as a form of communication through the media about products, services or ideas paid for by an identified sponsor.

**Daramola (2022)** opines that the objective of advertising is to induce immediate action, to create liking and preference for a product or organization, and to create awareness about a product or service. Some advertisements also seek to build a respected corporate identity for a company, product, and brand name or make all familiar to the public.

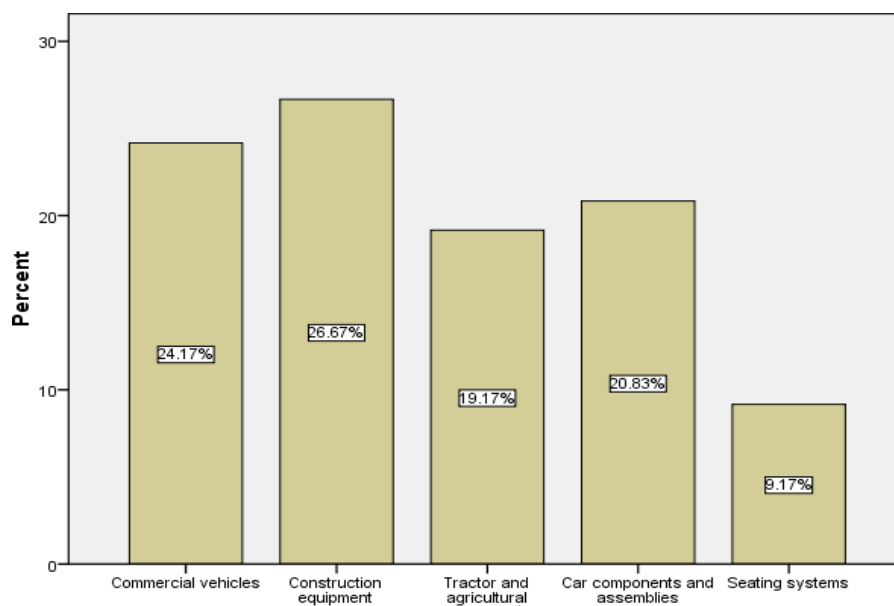
## RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted. This is a descriptive research. The aggregate elementary units in the survey are referred to as the population. Here it covers the survey on recruiting advertisement.

## SAMPLING TECHNIQUES

A stratified random sampling technique has been used in this research. A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information and 120 respondents are taken as the example for this investigation.

## DATA ANALYSIS AND INTERPRETATION BRAND EFFECTIVE OF ADVERTISEMENT STRATEGY



**Brand is effective of advertisement strategy**  
**FACTOR INFLUENCING TO BUY THE ADVERTISING STRATEGY**

Factors	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Res	Per	Res	Per	Res	Per	Res	Per	Res	Per
Price	40	33.3%	41	34.2%	18	15.0%	13	10.8%	8	6.7%
AfterSales Service	38	31.7%	46	38.3%	17	14.2%	12	10.0%	7	5.8%
Social Parameter	43	35.8%	46	38.3%	15	12.5%	11	9.2%	5	4.2%
Fuel Economy	52	43.3%	20	16.7%	24	20.0%	16	13.3%	8	6.7%
Performance	33	27.5%	49	40.8%	21	17.5%	11	9.2%	6	5.0%
Brand	47	39.2%	40	33.3%	15	12.5%	10	8.3%	8	6.7%
Road Infrastructure	37	30.8%	55	45.8%	13	10.8%	9	7.5%	6	5.0%

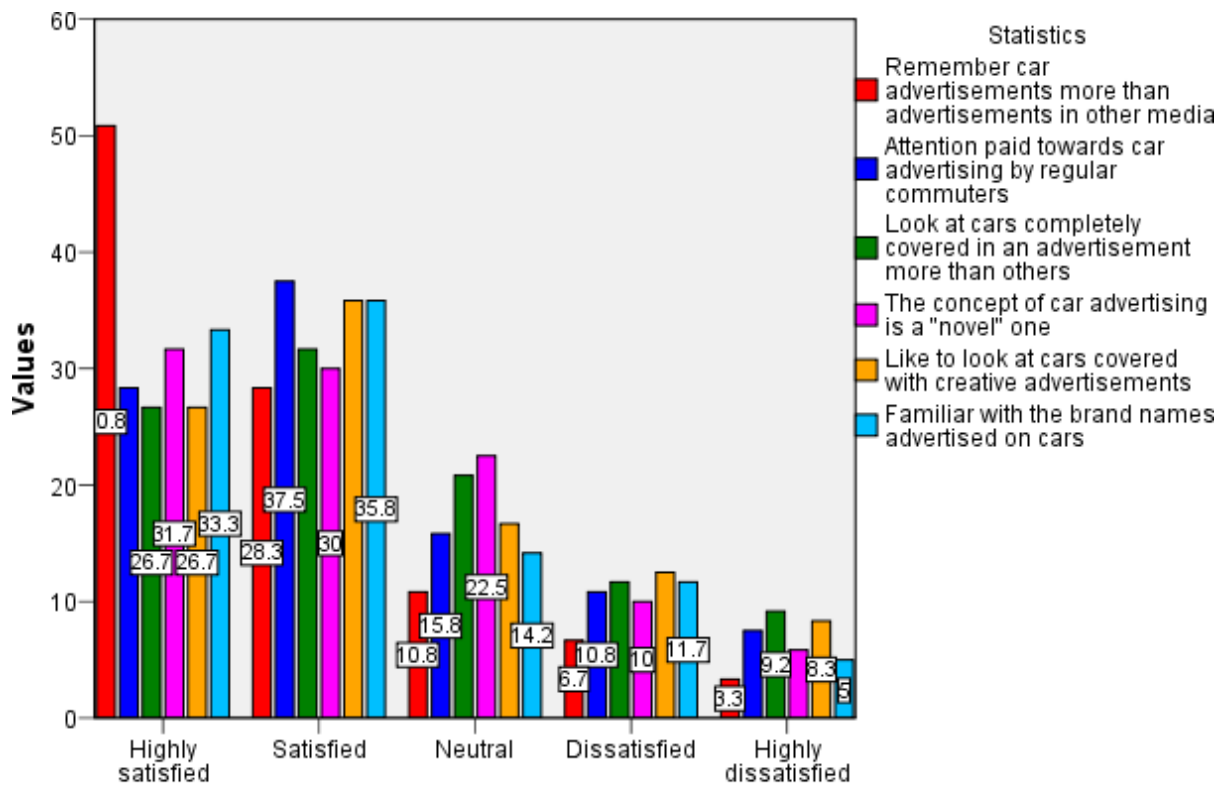
Source: Primary Data

**INTERPRETATION**

The above table shows that, 45.8% of the respondents are highly satisfied about Road Infrastructure influencing to buy, 43.3% of the respondents are highly satisfied about Fuel Economy influencing to buy, 40.8% of the respondents are satisfied about Social parameter influencing to buy, 39.2% of the respondents are highly satisfied about brand influencing to buy, 38.3% of the respondents are satisfied about After Sales Service influencing to buy, 38.3% of the respondents are satisfied about Social Parameter influencing to buy, 34.2% % of the respondents are satisfied about price influencing to buy.

Thus, the majority of 45.8% of the respondents are highly satisfied about Road Infrastructure influencing to buy.

**CUSTOMERS SATISFACTION LEVEL OF ADVERTISEMENT STRATEGY**



**CUSTOMERS SATISFACTION LEVEL OF ADVERTISEMENT STRATEGY**

**RANKING OF ADVERTISING MEDIA**

Factors	Highly		Satis		Neutr		Disati		High	
Television advertising										
Print advertising										
Car branding/advertising on cars										
Social media										
Advertising on websites										

SMSadvertising										

Source: Primary data INTERPRETATION

The above table shows that, 41.7% of the respondents prefer SMS advertising, 40.0% of the respondents prefer Print advertising, 36.7% of the respondents prefer Car branding/advertising on cars, 35.0% of the respondents prefer Social media advertising, 35.0% of the respondents prefer Television advertisings and remaining 34.2% of the respondents prefer Advertising on websites. Thus, the majority of 41.7% of the respondents prefer SMS advertising.

**CHI-SQUARE ANALYSIS**

**NULL HYPOTHESIS**

**HO:** There is no significance between the Occupational status and most preferred Elements of advertisements

**ALTERNATIVE HYPOTHESIS**

**H1:** There is significance between the occupational status and most preferred elements of advertisements

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupational status *Most preferred Elements of advertisements	120	100.0%	0	.0%	120	100.0%

**Occupational status\*Most preferred Elements of advertisements Cross tabulation**

Count		Most preferred Elements of advertisements				Total
		Colours	Symbols	Pictures	Letter types	
Occupational status	Private Employee	27	14	0	0	41
	Government Employee	0	21	25	0	46
	Professional	0	0	15	1	16
	Business	0	0	0	17	17
Total		27	35	40	18	120

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.050E2 <sup>a</sup>	9	.000

LikelihoodRatio	199.438	9	.000
Linear-by-LinearAssociation	94.391	1	.000
NofValidCases	120		

a.6cells(37.5%) have expected countless than5. The minimum expected countis2.40.

**Symmetric Measures**

	Value	Asymp. Std. Error <sup>a</sup>	Approx.T <sup>b</sup>	Approx. Sig.	
OrdinalbyOrdinal Measure of Agreement	Gamma	1.000	.000	26.162	.000
	Kappa	.553	.057	10.855	.000
NofValidCases	120				

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

**RESULT**

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the occupational status and most preferred elements of advertisements.

**CORRELATION**

The table shows that the relationship between Educational Qualification and Ethical issues in advertising mater

**Correlations**

		EducationalQualifi cation	Ethical issues inadvertisingmater
EducationalQualification	PearsonCorrelation	1	.947**
	Sig.(2-tailed)		.000
	N	120	120
Ethicalissuesinadvertisingmater	PearsonCorrelation	.947**	1
	Sig.(2-tailed)	.000	
	N	120	120

\*\* . Correlation is significant at the 0.01level(2-tailed).

**NONPARAMETRIC CORRELATIONS**

**Correlations**

		EducationalQua lification	Ethicalissues inadvertisingma ter
Kendall'stau_b n	EducationalQualificatio CorrelationCoefficient	1.000	.923**
	Sig.(2-tailed)	.	.000
	N	120	120
	Ethical issuesCorrelationCoefficient	.923**	1.000
	Sig.(2-tailed)	.000	.
	N	120	120



Spearman's rho	Educational Qualification	Correlation Coefficient	1.000	.943**
		Sig.(2-tailed)	.	.000
		N	120	120
	Ethical issues in advertising material	Correlation Coefficient	.943**	1.000
		Sig.(2-tailed)	.000	.
		N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**RESULT**

This is a positive correlation. There are relationships between Educational Qualification and Ethical issues in advertising material.

**SUGGESTIONS**

Since there is an increasing demand for automobile products in the market I suggest that Good positioning of automotive industry is to be done to the target group to increase sales and volume of market share. In order to promote sales, they should undertake massive advertisement through different media. As there is a heavy competition from the rivals in the market, advertisement is must. Automotive industry should provide excellent sales service to the customers which will add to the industry brand image. Study of Advertising Strategy enables marketing researchers to predict how customers will react to promotional messages and to understand why they do purchase decision. Marketers should realize that if they know more about the customer decision making criteria, they can design marketing strategies and promotional messages for the purpose of influencing the customers more effectively through the advertising strategies.

**CONCLUSION**

Thus, advertising plays a vital role in promoting a product or service of any company who would like to reach their target audience with a relevant advertising message. It's a life blood of any product's success in the market place. It's the responsibility of the company to choose the right advertising agency, right message to reach out to the right target audience in order to get a good brand recall and gain high market share for its products or services.

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