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A STUDY ON ADVERTISEMENT EFFECTIVENESS OF SRI NARASUS COFFEE COMPANY PRIVATE LIMITED, SALEM

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

V.KANNAN, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the effectiveness of advertising strategies employed by Sri Narasus Coffee Company Private Limited in Salem. Through an extensive analysis, it explores consumer preferences, satisfaction levels, and the impact of advertising on purchasing decisions. Key findings highlight the significant influence of advertising on consumer behavior, with insights into media preferences, awareness levels, and advertisement reception. The study offers actionable recommendations to optimize advertising efforts and enhance brand performance, underscoring the pivotal role of advertising in shaping consumer perceptions and driving brand success.

Keywords: *Advertisement effectiveness, Consumer behavior, Brand success, Sri Narasus Coffee Company Private Limited, Salem.*

INTRODUCTION

In the competitive landscape of the dairy industry, advertising holds pivotal importance for influencing consumer behavior and driving brand success. This study investigates the effectiveness of Sri Narasus Coffee Company Private Limited's advertising strategies in Salem. Through rigorous analysis, it aims to uncover insights into consumer preferences, satisfaction levels, and the impact of advertising on purchasing decisions. By examining factors such as taste, quality, price, and consumer awareness, the study seeks to provide actionable recommendations to optimize advertising efforts and enhance brand performance in the marketplace.

COMPANY PROFILE

Sri Narasus Coffee Company Private Limited, established in 1926, is renowned for its unwavering commitment to quality, ethics, and integrity in the coffee industry. With a comprehensive product portfolio ranging from filter and instant coffee to tea and masala products, the company has earned a reputation for excellence. Under the leadership of Chairman P. Sivanantham and Managing Director S. Srudheep, Narasu's continues to innovate and expand its global footprint while upholding its tradition of social responsibility and community welfare.

RESEARCH OBJECTIVES

- To study the media of advertisement to influence the buyers
- To analyse the level of awareness created by the advertisement
- To find out the reasons for liking the advertisements of Narasus
- To analyse the effective media for advertisement for Narasus
- To analyse the reaction of the viewers of the advertisement
- To study the level of understanding of the viewers by the advertisement

NEED OF THE STUDY

Manufacturers and distributors take more efforts to increase the sales. They remind the public and to avoid them to shift from their product to their competitors. They spend huge amount for advertisement for the above reasons. Advertisement will be effective only when it is clear, simple and attractive. Or otherwise it would not make any impact on sales. So the researcher is to make a study on impact of advertisement. This study is to analyse the media of advertisement to influence, level of awareness created by the advertisement, suitable media for advertisement, reaction of the viewers of the advertisement and level of understanding capacity of the viewers by the advertisement.

SCOPE OF THE STUDY

- The scope of the study is limited to Salem city.
- It is focused on the advertisement effectiveness of Sri Narasus Coffee Company Private Limited, Salem.
- It is focused on the brand positioning of the brand.
- The survey was collected only with customers of Narasus.

LIMITATION OF THE STUDY

- The study restricts itself within Salem.
- The study assumes that the information was given by the customer without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 100.
- The researcher 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.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 100 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

LITERATURE REVIEW

Jagdish N. Sethi (2017), in the article "Measurement of Advertising management Effectiveness: Some Theoretical Considerations" examines three different aspects of effectiveness of advertising communication. The paper discusses the distortion of advertising communication in consumer mind that explains further explains how advertising communication generate a stimulus in consumer mind and how it influences the consumer choice process. **Moingeon et.al (2017)**, Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior. The role of advertising management and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups. **Barthes, Durand (2017)**, The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre established intention, without reference to the consumer and the influence on the consumer behavior.

ANALYSIS & INTERPRETATION

a) Simple percentage analysis:

The survey results unveiled various insights into respondents' attitudes and behaviors towards Narasus advertisements. The majority of respondents identified as male. A significant portion fell within the 31-40 age group, with many having completed undergraduate degrees. A notable percentage of respondents were involved in agriculture. Regarding advertisement exposure, a high proportion reported encountering Narasus advertisements and subsequently purchasing Narasus products. Retailer recommendations played a crucial role in influencing purchases. Television emerged as the most influential media platform. Attitudes towards advertising varied, with many agreeing on its role in creating awareness and stimulating purchases. Respondents expressed preferences for certain advertisement content and strategies, including the endorsement by

celebrities. However, a considerable percentage felt that Narasus advertisements required changes.

b) **Chi-square analysis:**relationship between educational qualification of the respondents and advertisement stimulate to purchase.

Test	Value	df	Significance
Pearson Chi-Square	9.564	12	0.654
Likelihood Ratio	10.776	12	0.548
Linear-by-Linear	0.355	1	0.551

The minimum expected count is 0.98. Thus null hypothesis is accepted and it is finding that there is no significant relationship between educational qualification of the respondents and advertisement stimulate to purchase.

c) **Correlation method:** Relationship between age of the respondents and satisfied with advertising strategy.

Variable	Pearson Correlation	Significance
Age of the Respondents	0.067	0.505
Satisfaction with Advertising	0.067	0.505

RESULT: The null hypothesis is accepted, indicating that there is no significant relationship between the age of the respondents and their satisfaction with the advertising strategy.

FINDINGS

The survey conducted revealed several key insights into the attitudes and behaviors of respondents towards Narasus advertisements. Among the notable findings, it was observed that a significant majority of respondents, comprising 75%, identified as male. Additionally, a substantial portion, 38%, fell within the age bracket of 31-40 years, while 52% had completed undergraduate degrees. Interestingly, 37% of respondents were engaged in agriculture, indicating a diverse occupational profile among the sample. In terms of advertisement exposure and impact, a high percentage, 85%, reported encountering Narasus advertisements, with 86% subsequently purchasing Narasus products. Retailers played a significant role in influencing purchases, with 37% of respondents indicating retailer recommendations as influential. Television emerged as the most influential media platform, as reported by 50% of respondents. Attitudes towards advertising were varied, with 32% strongly agreeing that advertisements play a vital role in creating awareness, and 51% stating that advertisements always stimulate purchases. Notably, a majority, 54%, strongly agreed that products cannot survive without advertisement, highlighting the perceived importance of advertising in sustaining brands. Respondents also expressed preferences and opinions regarding advertisement content and strategy. For instance, 41% strongly agreed that advertisements motivate brand shifts, while 31% favored brand endorsements by celebrities. However, 53% indicated a need for changes in Narasus advertisements, suggesting room for improvement.

SUGGESTIONS

- A creative way of advertisement must be adopted to catch the attention of the consumers.
- The repetition of the ads on one type of media may reduce the interest of the viewers and, therefore, advertisements should be given on electronic and print media.
- Online advertising can capture the attention of the internet users, they can directly order from the online web portal.
- Shelf designing is very useful tool to attract their attention and liking view point, when they visit the shop, automatically shelf advertisement catch their interest and they will pick ad buy.

CONCLUSION

Advertising significantly influences consumer decision-making, permeating each stage of the purchasing process and even shaping consumer needs and desires. In the case of Narasus, consumer preference is largely driven by factors such as taste, quality, price, and availability, with high satisfaction reported among customers. The study highlights the importance of effective advertising in bolstering brand awareness and satisfaction. Additionally, it provides valuable insights for advertisers to discern key factors influencing consumer purchasing intentions and optimize advertising strategies accordingly, though minimal changes to advertisements are anticipated.

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