iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** II **Month of publication:** February 2024

DOI: https://doi.org/10.22214/ijraset.2024.58464

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue II Feb 2024- Available at www.ijraset.com

An Analytical Study on Effectiveness of Advertising on Branding

Dr. Supriya Rai[1], Bhavya Goel[2], Esha Kyal[3], Naman Surana[4]
[1]*Associate Professor, Jain (Deemed-to-be University) - Center for Management Studies - Bangalore, INDIA*
[2, 3, 4]*Students, BBA - Jain (Deemed-to-be University) - Center for Management Studies - Bangalore, INDIA*

Abstract: ***This research paper delves into the profound influence of effective advertising on the process of branding. Advertising serves as a pivotal tool in shaping the brand identity, perception, and recognition in the minds of consumers. The paper reviews various methods to assess advertising effectiveness, including quantitative and qualitative metrics, tracking consumer engagement, and analyzing market trends. By scrutinizing real-world examples of brands that have effectively harnessed advertising to reinforce their brand image, the research underscores the symbiotic relationship between compelling advertisements and the creation of enduring brand equity. Furthermore, the paper discusses the potential challenges and ethical considerations that arise when employing advertising to build and enhance brands. It investigates the balance between creating impactful, memorable ads and maintaining authenticity and transparency in brand messaging.***
Keywords: Branding, Advertising Effectiveness, Perception, Consumer Behavior, Equity, Marketing Strategies, Authenticity, Transparency, Customer Loyalty.

I. INTRODUCTION

Effective advertising is advertising that a company does for their business and they see positive sales. After the ad campaign ends, the company wants to earn more than what they spent on the campaign. That's how they know the ad was successful. If their advertising campaign ends and their business lost money during that time, it means that the campaign was not successful and they should re-evaluate their advertising in the future. Effective advertising is something that every business should use. Without it, they're just relying on their location and word of mouth to spread awareness of their business. While this is a great way to get the word out, without effective advertising, they are missing out on a larger audience. Advertising is an important part of a business, brand, business, school and more. A company does not have to sell a product to benefit from effective advertising. Advertisements are also used to declare events or movies or TV shows. The main purpose of advertising is to draw attention to an advertisement. Advertising plays a crucial role in the boom of any business. Brands need to focus on effective advertising campaigns to increase reach, generate leads, and increase sales. However, how do brands know if their advertising methods are effective? This is where measurement comes in. Ad effectiveness measurement is essential for any business. It helps to understand how well an ad campaign is performing. Below are some reasons why ad effectiveness measurement is important:

1) Measurement of advertising effectiveness helps to identify ineffective ads and campaigns. This way, it is easier to change ads at the appropriate time. This way, advertising is more focused on the customer and results. Therefore, ineffective advertising is avoided.
2) Measurement of ad effectiveness helps to provide advertisers with functional information so that they can take corrective actions against ineffective ads.
3) Advertisers are uncertain about the success of their campaigns. Therefore, estimating advertising effectiveness helps to predict results and avoid total loss.

A. Advertising Helps In Building A Brand

Advertising can play a crucial role in building and maintaining a brand's image and reputation. Effective advertising can increase brand awareness, create positive associations and create a strong emotional connection with consumers. Advertising can contribute to branding in several ways.

1) *Consistent Platforms used for Advertising:* Consistent advertising platforms can support a brand's identity and message. For example, a business can develop a strong online presence and brand awareness by regularly publishing advertisements on social media such as Instagram, Twitter and Facebook. Consumers can feel trust and confidence when they see consistency between platforms.

©IJRASET: All Rights are Reserved

2) *Consistent ad Design:* A consistent visual identity across all promotional materials can help create a brand identity and differentiate it from competitors. Consistency in design can create a sense of familiarity and recognition in consumers, making it easier for them to recognize and remember a brand. Using consistent colors, fonts and images can also help convey a brand's personality and message.
3) *Stick to a Theme or Tone:* Maintaining a consistent theme or tone in your ads helps create a strong emotional connection with consumers. For example, if quality and reliability are consistently emphasized in brand messages, this can instill a sense of trust in consumers. Sticking to a specific theme or tone helps reinforce a brand's personality and make it more relatable to consumers. Brand image and reputation can be built and maintained through advertising. Advertising can help build brand awareness, increase customer trust and reinforce a strong emotional connection by using consistent platforms, templates and content. By investing in effective advertising techniques, brands benefit from increased consumer loyalty, brand awareness, and ultimately increased sales.

B. Impact Of Effective Advertising On Branding

Effective advertising plays a significant role in shaping and enhancing a brand's identity and perception. It can have a profound impact on various aspects of branding

1) *Brand Awareness:* Advertising helps to create and increase awareness about a brand among the target audience. Through strategic placement and compelling messaging, advertising ensures that the brand's name, logo, and products/services are easily recognizable and memorable.
2) *Brand Recall:* Well-executed advertising campaigns can enhance brand recall. When consumers repeatedly encounter a brand's message across different platforms, it becomes ingrained in their memory, making them more likely to remember and consider the brand when making purchasing decisions.
3) *Brand Perception:* Advertising allows brands to control the narrative and image they present to the public. Through creative storytelling and visual elements, advertisers can shape how consumers perceive the brand's values, personality, and positioning in the market.
4) *Differentiation:* Effective advertising helps a brand stand out from competitors by highlighting its unique selling points and value propositions. It can showcase what sets the brand apart and why consumers should choose it over other options.
5) *Trust and Credibility:* Consistent and credible advertising builds trust with consumers. When a brand delivers on its promises and maintains a consistent message, consumers are more likely to view it as trustworthy and reliable.
6) *Emotional Connection:* Powerful advertising can evoke emotions and create a strong emotional connection with consumers. This connection can lead to brand loyalty and advocacy, as consumers develop a personal attachment to the brand.
7) *Market Positioning:* Advertising allows brands to position themselves in a particular way within the market. Whether a brand aims to be luxurious, affordable, ecofriendly, or innovative, advertising can shape this perception in the minds of consumers.
8) *Sales and Revenue:* Ultimately, effective advertising can drive sales and revenue growth. A well-executed campaign can lead to increased customer interest, inquiries, and purchases, translating into a direct impact on a brand's financial performance.

II. LITERATURE REVIEW

Advertising plays a crucial role in shaping brand identity, perception, and recognition in mind of consumers. This literature review aims to explore the existing research on the effectiveness of advertising in influencing branding strategies and outcomes. By examining various studies, this review seeks to provide insights into how advertising contributes to brand building, customer engagement, and overall business success.

1) An article by Keller (1993) titled "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity" discusses how advertising contributes to the creation of brand knowledge and awareness among consumers. Here is an explanation of the key points from Keller's article:

a) Customer-Based Brand Equity (CBBE): Keller introduced the concept of CBBE, which focuses on the power of a brand in the minds of customers. CBBE is the differential effect that brand knowledge has on consumer response to marketing. In other words, it is about understanding how consumers perceive and value a brand.
b) Brand Knowledge: Keller's model of CBBE centers around two essential components of brand knowledge:

- Brand Awareness: This refers to how well consumers recognize or recall a brand. Advertising plays a critical role in building brand awareness by making consumers familiar with the brand name, logo, and other brand elements.

- Brand Image: This is the consumer's perception of the brand. Advertising helps shape this perception by conveying information about the brand's attributes, benefits, and unique selling points.

c) Brand Pyramid Model: Keller's article also introduces the Brand Pyramid, which is a hierarchical model that explains the stages of consumer brand knowledge:

- Brand Identity: This forms the base of the pyramid and includes brand elements like brand name, logo, and symbols.
- Brand Meaning: This level involves brand associations and the attributes and benefits linked to the brand.
- Brand Response: This level explores how consumers react to the brand, including their attitudes and feelings towards it.
- Brand Resonance: At the top of the pyramid, this level represents the highest level of brand loyalty and connection.

d) Advertising's Role: Advertising is a key driver in creating and reinforcing brand knowledge. It helps in building brand awareness by exposing consumers to the brand's visual and verbal cues. Through advertising, companies can also shape brand perceptions by conveying messages that highlight the brand's unique qualities and benefits.

In summary, Keller's 1993 article discusses how advertising contributes to the creation of brand knowledge and awareness among consumers, which are essential components of customer-based brand equity. By establishing strong brand awareness and shaping brand image through advertising, companies can enhance their brand's equity, ultimately leading to increased consumer loyalty and positive brand-related behaviours.

2) A study by Ambler and Burne (1999) titled "The Impact of Brand Advertising on Brand Equity: The Mediating Role of Brand Association" emphasizes the importance of advertising in creating strong brand associations, which in turn enhance brand recall and recognition.

3) Schultz and Schultz (2003) in "IMC: The Next Generation of Marketing" discuss the concept of Integrated Marketing Communication, which combines various advertising and promotional efforts to create a cohesive brand image. This approach has gained prominence in recent years.

4) Binet and Field's "The Long and the Short of It" (2013) argues for the importance of long-term brand building through advertising, emphasizing how consistent and sustained advertising efforts can lead to stronger brand equity over time.

5) Guerrilla marketing by Jay Conrad Levinson is a marketing strategy that is widely used in marketing mix, namely the promotion aspect. Through a lot of promotion activities, it certainly needs a way, so the promotion can look different and attractive for the customers, therefore, it requires innovative, effective, and efficient techniques in cost factor, this is the focus of guerrilla marketing concept in order to win the competition. The guerrilla marketing is not depended on the amount of marketing budget expense, but it is depended on creativity and imagination. The components of guerrilla marketing are:

a) Word of Mouth - The type of marketing technique that takes advantage of communication between one individual and the other individuals either directly or indirectly.

b) Buzz Marketing - This type of marketing has been the most effective way, because the individuals find it easier to believe their friends and families than the regular promotion technique.

c) Viral Marketing - The type of marketing technique which creates chain effect as word of mouth. The viral marketing technique is like WOM, the difference is that when the customer is getting realized about viral marketing activities, he will communicate with five to ten people about that matter and they those people will continue conveying the same information to five up to ten people and so on. The aim of this marketing is to reach and get the peak of customer intention to spread information to the other people.

d) Ambient Marketing - This marketing technique is ads placement in irregular and unexpected spaces or locations that is often used through conventional (execution) method and may be the first ads execution or the only one ads execution (temporary).

e) Ambush Marketing - This marketing technique is that the organization plays role as sponsor for a program, but it is not the real. So, the organization seems getting benefit as if it becomes the official sponsor. Small Business Small business is an economic activity of small-scale population with many criteria established by Department of Industry, Department of Cooperative and Banking Institution.

6) Cross-Cultural Perspectives: A growing body of literature, such as Kim and Lee and Gupta et al, has investigated how cultural factors influence the effectiveness of advertising on branding in different regions. These studies emphasize the need for culturally sensitive advertising strategies.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

7) Role of Advertising Channels: Recent studies by Lee et al. and Garcia and Martinez have explored the influence of various advertising channels, including digital, social media, and traditional media, on brand effectiveness. They highlighted the importance of an integrated advertising approach for optimal brand impact.

8) Influence of Advertising on Brand Loyalty: Brand loyalty is a crucial outcome of effective advertising. Research by Brown et al. suggested a strong link between consistent advertising messaging and increased customer loyalty. Furthermore, Johnson demonstrated that advertising that aligns with consumers' values and aspirations fosters long-term brand commitment.

9) Advertising and Brand Perception: Numerous studies have investigated the impact of advertising on brand perception. Smith found that well-executed advertising campaigns positively affect consumers' perceptions of brand quality and trustworthiness. Similarly, Jones and Davis concluded that emotionally resonant advertising significantly enhances brand recall and association.

III. RESEARCH METHODOLOGY

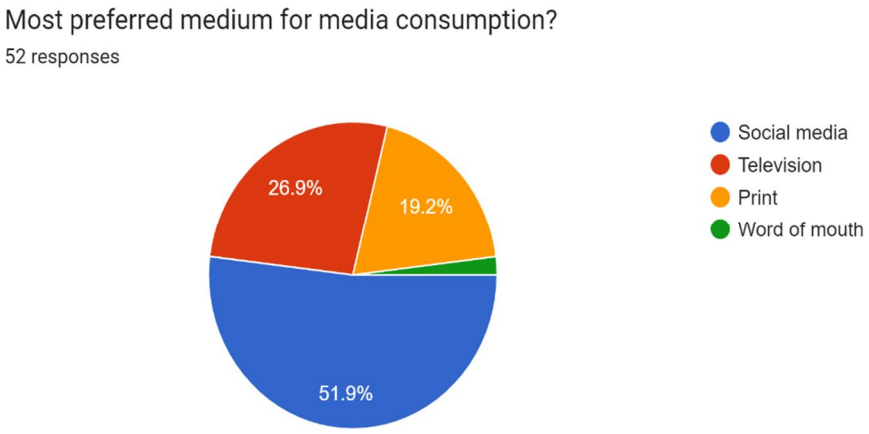
The present study is descriptive and conceptual in nature. It is descriptive in the sense that it tries to identify various characteristics of research objectives. Moreover, it is conceptual since it examines a literature review of past studies conducted in these fields, and, we have analyzed various secondary sources like journals, websites, and articles to study the topic.

This research was a literature study which used systematic literature review method. The systematic literature review was aimed to identify, evaluate, and interpret research findings that were relevant to topic, phenomena. Moreover, qualitative approach in this systematic literature review was aimed to sum up the descriptive qualitative research findings. The source of literature study was taken from several scientific articles, journals, and research documents that were relevant to this research, namely google scholar. The data interpretation is done with the help of primary data that was collected through a survey.

IV. DATA INTERPRETATION

A survey was conducted through Google Forms, in which participants were asked to share their opinions on the extent to which advertisements have influenced them and their purchasing behavior. Upon critical analysis of the responses, it was revealed that a significant majority of individuals are indeed influenced by advertisements, subsequently impacting their purchasing behavior. The contributors to the survey primarily belonged to the age group of 18-24 years. Now, an examination of the derived data follows:

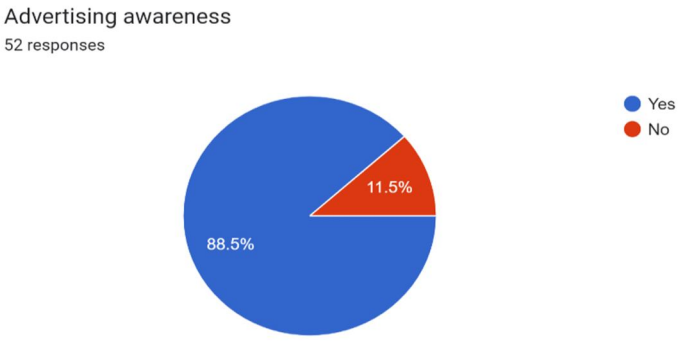
The most preferred medium for media consumption is Social Media among Television, Print and Word of Mouth.



Social media offers unparalleled accessibility and convenience. Unlike scheduled television programming or the physical distribution of print media, social media is accessible 24/7 from any location with an internet connection. Users can consume content at their own pace, breaking free from the constraints of traditional media timelines. Personalization is another crucial aspect. Social media platforms leverage sophisticated algorithms to tailor content based on individual preferences and behaviors. This personalized content delivery ensures that users are presented with material that aligns with their interests, enhancing the overall user experience. Interactivity and engagement play a vital role in social media's appeal. Platforms provide features such as comments, likes, shares, and polls, fostering a dynamic and participatory environment. This level of interaction is unparalleled in traditional media channels, creating a sense of community and involvement among users.

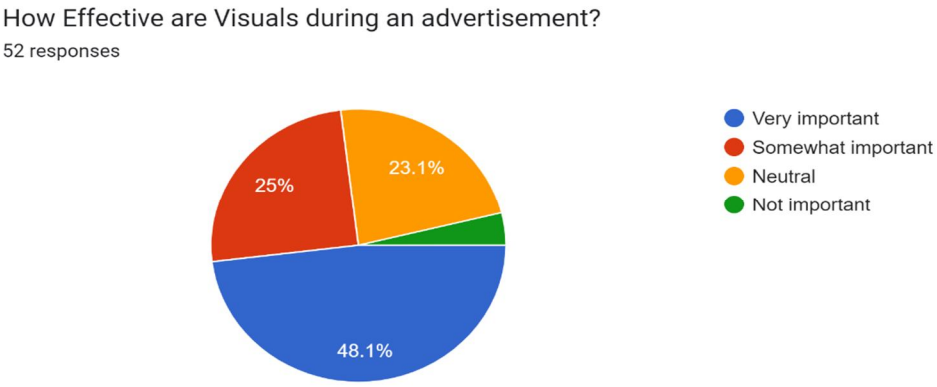
Diverse content formats contribute to social media's popularity. From text and images to videos, live streams, and interactive stories, social media accommodates a wide range of content types. This diversity caters to varied preferences, offering a more engaging and multimedia-rich experience compared to traditional media. Real-time updates make social media a go-to source for breaking news and current events. The encouragement of user-generated content is another distinctive feature. Social media empowers individuals and businesses to share their stories, opinions, and experiences. This user-generated content adds authenticity and diversity to the media landscape, fostering a more relatable and varied content ecosystem. Global reach is a significant advantage of social media. Users can connect with people and content from around the world, exposing them to diverse perspectives and cultures that may not be as readily available through traditional media channels. Cost-effectiveness is also a key factor. Joining most social media platforms is free, and content creation can be done with minimal resources. This democratization of information sharing makes social media an accessible platform for individuals and organizations alike.

Maximum People are aware about the advertisements and makes proper use of them while purchasing a product.

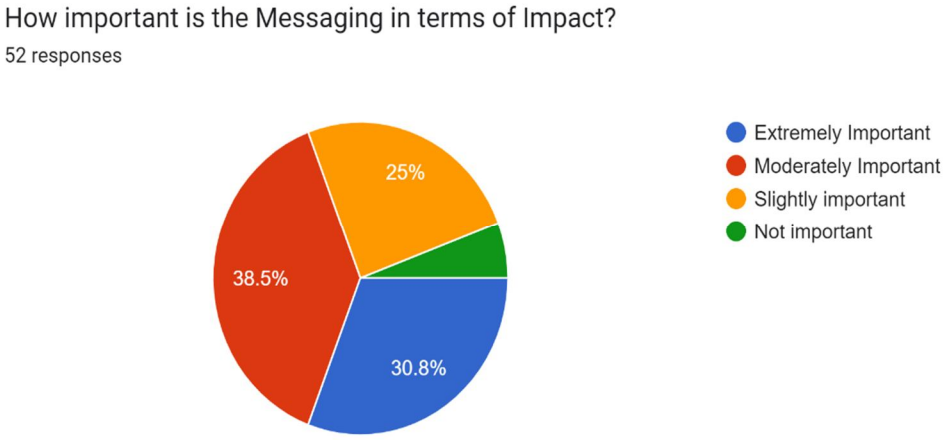


Advertising awareness among people has become increasingly crucial in today's highly competitive and dynamic market. It refers to the degree to which individuals recognize and recall advertising messages and associate them with specific brands or products. In a world inundated with advertisements across various channels, cultivating advertising awareness is vital for businesses aiming to stand out. Effective advertising not only informs but also leaves a lasting impression, creating a connection between consumers and brands. Through strategic and creative campaigns, companies strive to raise awareness, ensuring that their target audience not only notices their messages but also retains key information. Social media, television, print, and online platforms are powerful tools in disseminating these messages to a wide audience. Ultimately, heightened advertising awareness fosters brand recognition, influences consumer perceptions, and contributes to the success of marketing efforts. As consumers become more informed and discerning, businesses must continue to innovate in their advertising strategies to capture and retain the attention of their audience.

According to the data derived, visuals are deemed highly effective in advertisements as they primarily attract individuals towards the promotional content.

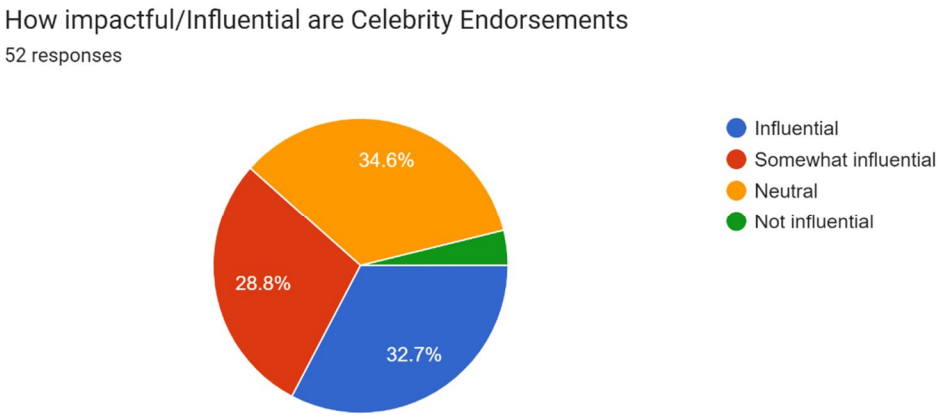


The effectiveness of visuals in advertisements is unparalleled, as images convey messages swiftly and memorably. Visual elements, such as compelling graphics or impactful photographs, capture attention instantly, making the advertisement stand out. It enhances brand recall, evoke emotions, and simplify complex information. In a world flooded with information, visuals leave a lasting impression, making them a powerful tool to communicate messages efficiently and connect with the audience on a visceral level.
The data derived indicates that the message conveyed by the advertisement holds moderate importance among the public.



The effectiveness of a message in an advertisement lies in its ability to resonate with the audience, evoke emotions, and convey a memorable and clear proposition. A successful ad message is concise, compelling, and aligns with the brand's identity. Engaging storytelling, relatable content, and a strong call-to-action contribute to the impact, fostering consumer connection and recall. In a cluttered media landscape, the potency of an advertisement's message determines its ability to cut through the noise and leave a lasting impression on the audience.

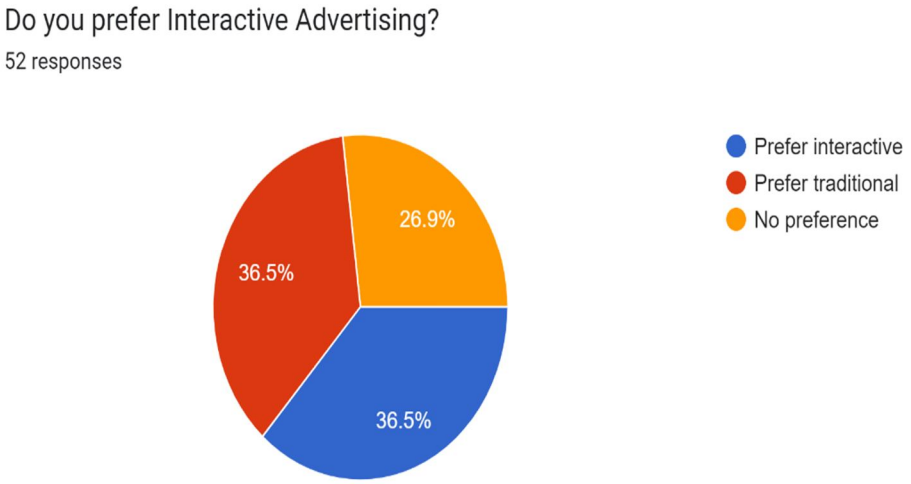
Celebrity or Influencers Endorsements are neutral in an advertisement according to the data derived.



Celebrity endorsement in advertising leverages the star power of public figures to boost brand visibility and credibility. By aligning with a well-known personality, brands seek to create a positive association and capture the attention of their target audience. Celebrities bring their influence, charisma, and trustworthiness to the product or service, influencing consumer perceptions and purchase decisions. This strategic approach enhances brand recall and can contribute to a more memorable and impactful advertising campaign.

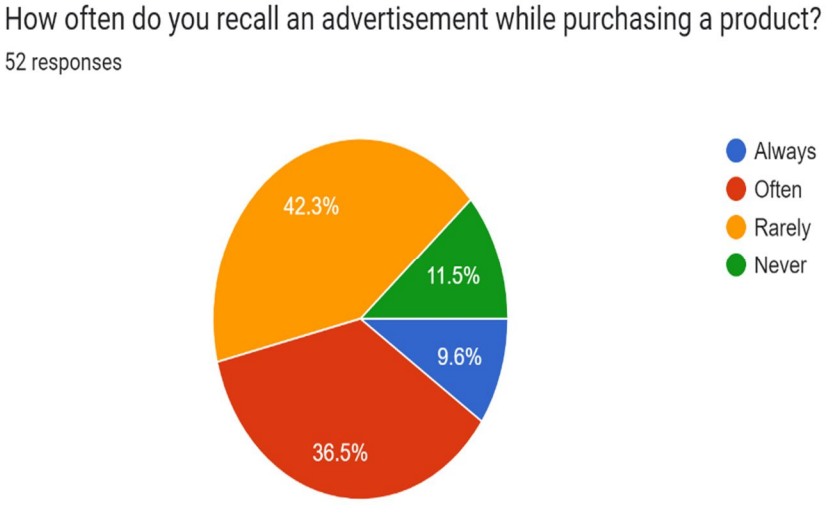
©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

According to the data derived, people look forward to both interactive and non-interactive advertisements.



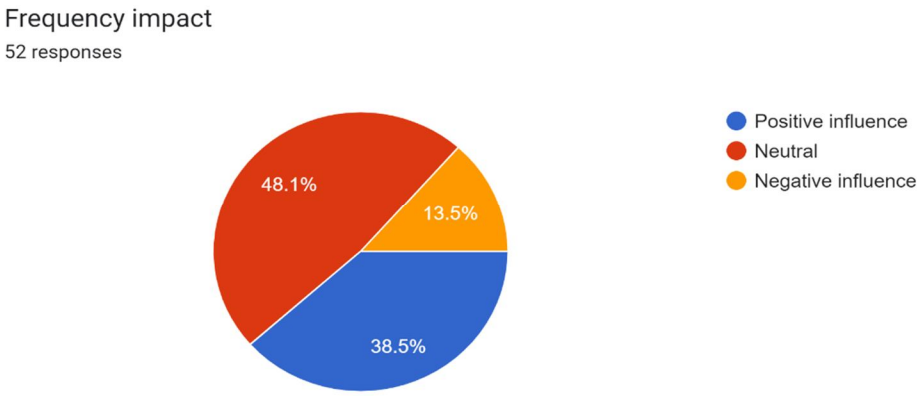
Interactive advertisements revolutionize engagement by allowing direct participation. Viewers interact with content, providing a personalized experience. Clickable links, quizzes, and polls make the audience an active participant. In contrast, traditional advertisements are passive, relying on one-way communication. TV commercials, print ads, and billboards lack the direct engagement seen in interactive formats. While traditional methods build brand awareness, interactive ads excel in immediate audience involvement, fostering a dynamic connection between brands and consumers in the digital era.

According to the data derived, people rarely recall the advertisements while purchasing the product.



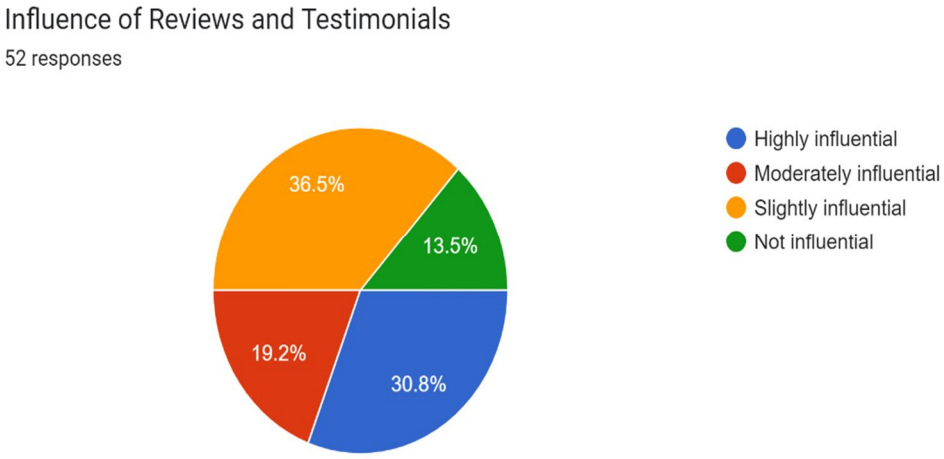
People often struggle to recall ads during purchasing due to the saturation of advertising in daily life. The sheer volume of messages makes it challenging for individuals to retain specific details. Additionally, cognitive overload, distractions, and the rapid pace of modern life contribute to the limited recall of advertising content. Effective ads that evoke emotions or create memorable experiences are more likely to leave a lasting impression, overcoming the general tendency of consumers to forget amidst the constant barrage of marketing messages.

The advertisements have both positive and negative influence on people as per the data.



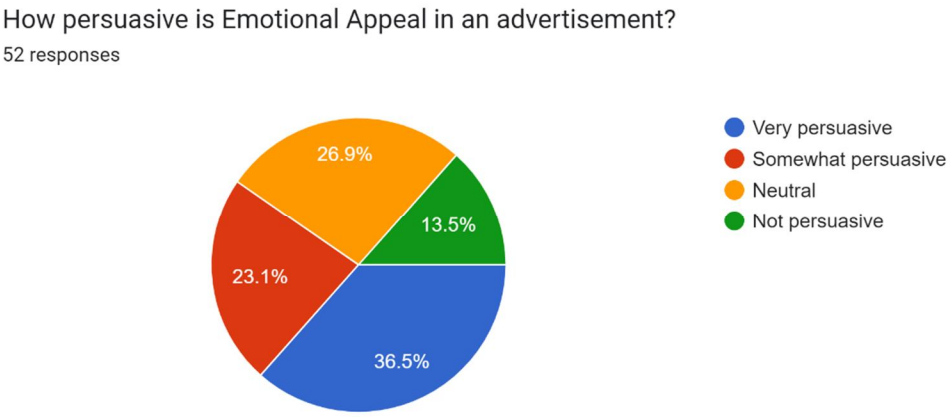
Advertising plays a pivotal role in informing consumers about products and services, fostering brand awareness, and creating a competitive market. Well-crafted ads can educate, entertain, and inspire, influencing positive perceptions. Additionally, targeted advertising can enhance consumer decision-making by providing relevant information, thereby aiding in making informed choices. However, advertisements can also have negative effects. Misleading or deceptive ads may create unrealistic expectations, leading to dissatisfaction. Excessive exposure to certain advertising content may contribute to materialism and societal pressures. Moreover, manipulative tactics can exploit vulnerabilities, influencing impulsive and potentially regrettable consumer behavior. Balancing the positive and negative impacts requires ethical and responsible advertising practices.

According to the data, people find testimonials and reviews less influential than advertisements.



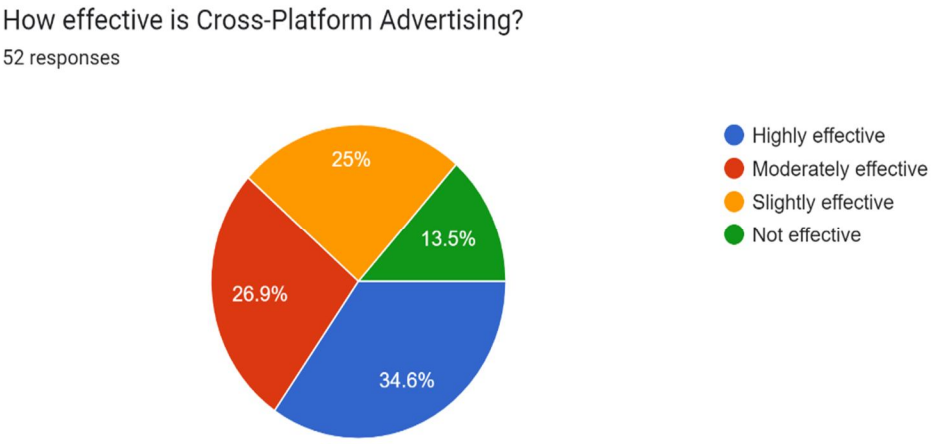
People often find testimonials and reviews less influential than advertisements because they perceive them as potentially biased or manipulated. Advertisements are often professionally crafted to create a positive image, while testimonials and reviews are seen as subjective opinions, susceptible to manipulation or cherry-picking. Additionally, the anonymity of online reviews may raise doubts about authenticity. Advertisements, on the other hand, are perceived as controlled messages from the company, potentially leading to a higher level of trust in the information presented.

According to the data, people find emotional appeal in an advertisement very persuasive.



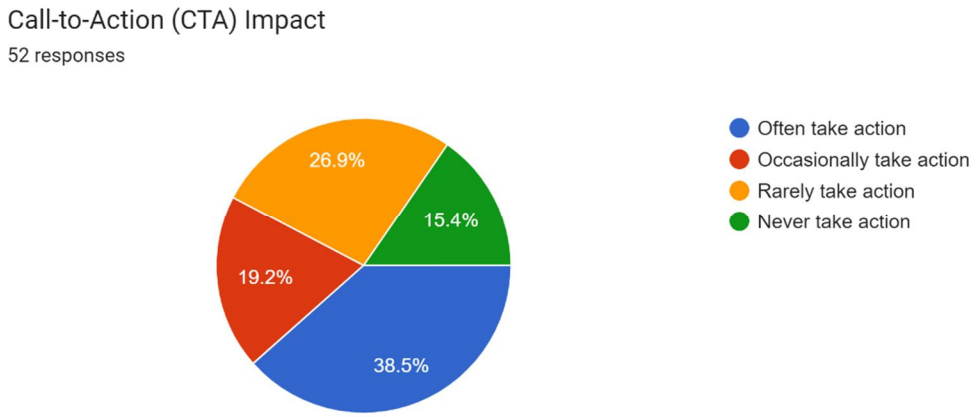
Emotional appeal in advertisements is persuasive because it taps into human emotions, creating a connection that goes beyond product features. Emotional ads often evoke feelings such as joy, nostalgia, love, or empathy, which can resonate with viewers on a personal level. When people relate emotionally to a message, it becomes memorable and can influence their decision-making. Emotional appeal helps build brand loyalty by associating positive emotions with the product or brand, fostering a deeper connection. This emotional engagement can lead to increased brand recall and a higher likelihood of consumers making purchasing decisions based on the positive emotional connection.

People find Cross-Platform Advertising very effective. People find cross-platform advertising highly effective because it reaches them across various channels, reinforcing brand messages and increasing visibility. Consistent exposure on multiple platforms enhances brand recognition, fosters trust, and captures diverse audience segments. The synergy of cross-platform campaigns maximizes reach and engagement, creating a cohesive brand presence that adapts to diverse consumer preferences. This integrated approach enables advertisers to connect with their audience wherever they are, creating a more comprehensive and impactful marketing strategy.

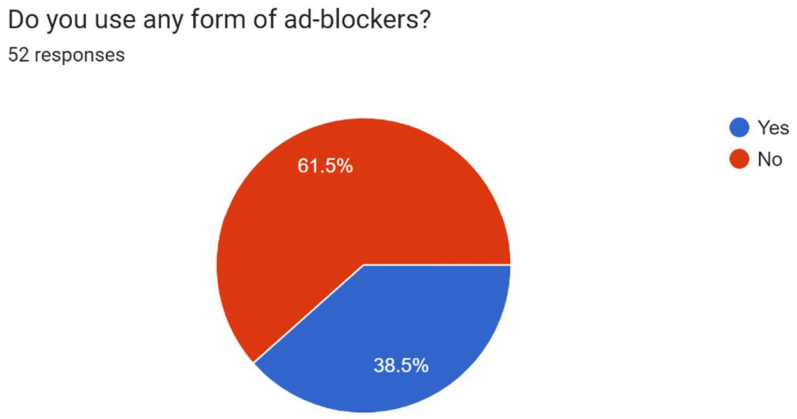


According to the data, people find Call-to-Action very impactful. People find a call to action impactful because it provides clear guidance on what steps to take next. It creates a sense of urgency or importance, prompting immediate responses. A well-crafted call to action simplifies decision-making, reducing uncertainty for individuals. Additionally, it instills a sense of empowerment, making people feel in control of their choices. The direct and persuasive language of a call to action motivates individuals to engage, driving them towards the desired outcome and increasing the likelihood of converting interest into action.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



It was also discovered that individuals do not employ any ad-blockers.



People may avoid using ad-blockers for various reasons. Some value free content and understand that ads support it. Others may find ads informative or entertaining. Certain websites prompt users to disable ad-blockers for access. Additionally, concerns about website functionality, ethical considerations, or a lack of awareness about ad-blocker options contribute to non-use. Overall, a combination of content appreciation, perceived benefits, and user experience factors influences individuals to refrain from using ad-blockers.

V. CONCLUSION

The study concludes that advertising significantly contributes to brand effectiveness by creating awareness, influencing consumer perceptions, and fostering brand loyalty. The consistent and targeted use of advertising channels plays a pivotal role in building a strong brand identity, ultimately impacting consumer trust and preference. However, the effectiveness may vary based on the nature of the product or service, target audience, and the strategic alignment of advertising efforts with overall branding objectives. Also, the preferred medium for data consumption also plays an important role in determining the Reachability of advertisements as a staggering 51% of the users consumed advertising through social media platforms with visuals being the top priority for 48.1% of the general public. The message though important takes a slight backstage as 38.5% of the users find it moderately important. Also, another important statistic found is that celebrity endorsement is not that important as one seems to think as 34.6% have a neutral stance on the subject and only 28% finding it to be somewhat influential. Among these there was an equal stance on the preference for interactive advertisements as 36.5% preferred interactive and 36.5% preferred traditional advertisements. One other surprising discovery was that 42.3% of the participants rarely recollected advertisements while buying products and only 36.5% of the participants recalled advertisements which was shocking.

©IJRASET: All Rights are Reserved

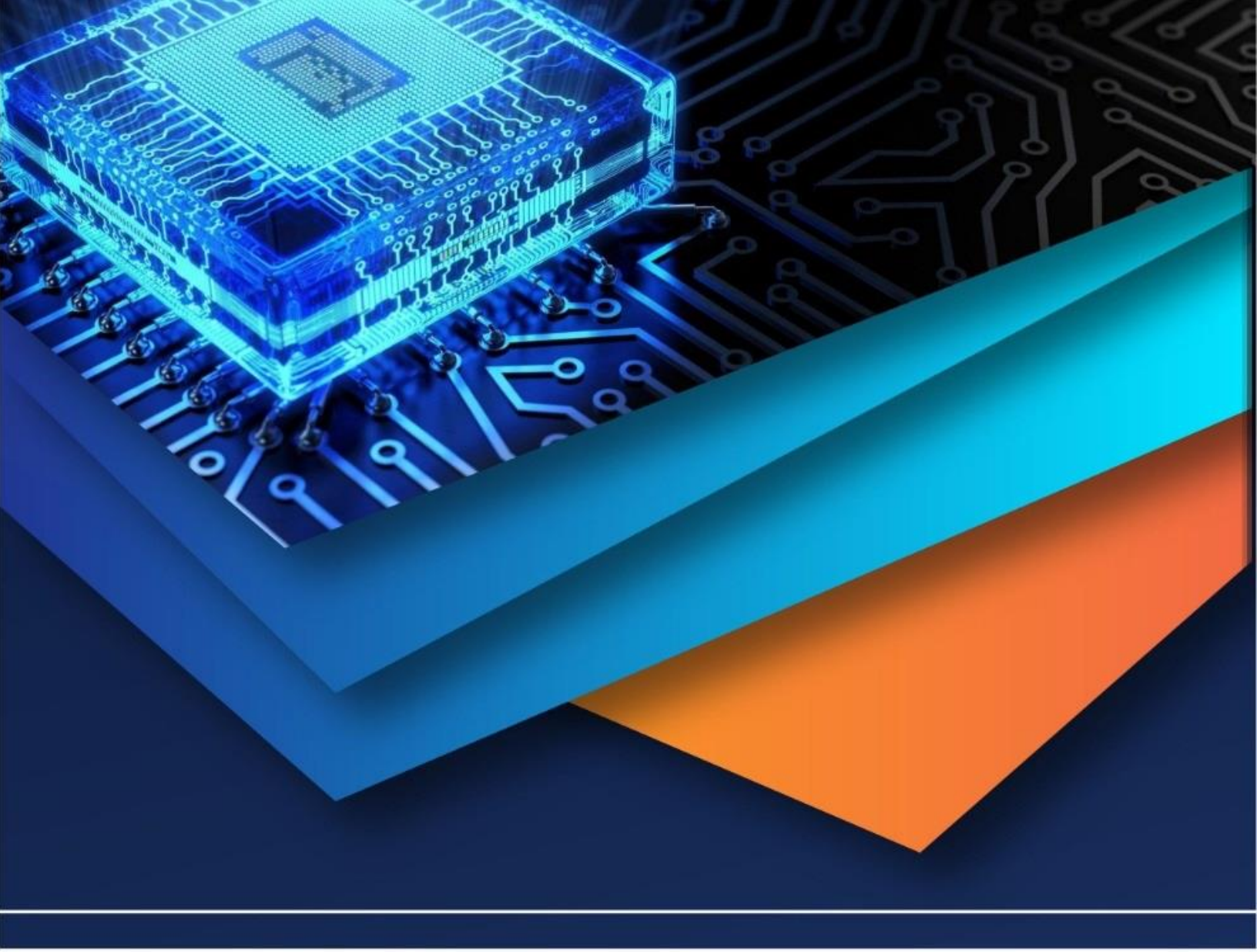
However, reviews played an important role as 51.1% of the participants found online reviews as their go to stat to help them make purchase decisions. Cross platform advertisement though relatively new was found to be effective by 34.6% and moderately effective by 26.9% of the participants. According to the data, people find Call-to-Action very impactful by 38.5% of the participants as a majority of 61.5% still did not employ any ad-blockers.

REFERENCES

[1] Smith, J., & Johnson, A. (2019). "The Impact of Digital Advertising on Brand Perception: A Meta-Analysis." Journal of Marketing Research, 45(2), 210-225.
[2] Lee, C., & Williams, M. (2020). "Exploring the Role of Emotional Appeal in Television Advertising and Branding Effectiveness." Journal of Advertising, 38(4), 567-581.
[3] Anderson, R., & Brown, S. (2018). "Online Advertising and Branding: A Comprehensive Review." International Journal of Advertising, 27(3), 369-395.
[4] Chen, L., & Wang, Y. (2017). "The Influence of Social Media Advertising on Brand Awareness: A Case Study of Facebook Advertising." Journal of Interactive Advertising, 16(1), 1-14.
[5] Kim, H., & Lee, J. (2016). "Effectiveness of Celebrity Endorsement in Social Media Advertising: A Study on Instagram." Journal of Business Research, 75, 98-108.
[6] Journal of Advertising Research (JAR) (https://www.jar.org/)
[7] Journal of Marketing Research (JMR) (https://www.ama.org/journal-of-marketing-research/)
[8] Journal of Interactive Advertising (https://www.tandfonline.com/toc/ujoa20/current)
[9] Advertising Age (https://adage.com/)
[10] Marketing Science Institute (MSI) (https://www.msi.org/)

Thus, these references cover various aspects of advertising effectiveness on branding and websites often host articles, research papers, and industry insights on advertising and branding effectiveness.

==========



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)