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A Study on Advertising Impact on Customer

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Abstract: ***In globalized world, advertising has a huge and important role in promoting the products and the services. With the rapid development in technology and influence of media advertising has become an inevitable part of promotion mix. Through advertisement both electronic and print more audience can be reached and can have more impact on them, advertisements can be used to inform the new audiences, persuade them to buy the product and it can have huge influence on consumer decision making, advertisement can also be used as reminder to the existing customer about their connectivity to their products and have long lasting association with product or services and helps in brand building creating brand loyalty. People are more often are influenced by advertisement especially with reference to consumer durables and the current study investigates the impact on how different advertising strategies can influence the consumer decision regarding purchasing of consumer durables in sultanate of Oman.***

Keywords: Advertisement, Consumer Purchase decision, Consumer durable goods, Sultanate of Oman.

I. INTRODUCTION

Advertising is that the approach of informing additionally as influencing the overall public to buy products or services thru visual or oral messages. A products or services is marketed to make awareness in the minds of capability buyers. some of the usually used media for advertising and marketing are T.V., radio, websites, newspapers, magazines, bill-boards, hoardings etc. As results of financial liberalization and therefore the changing social trends Advertising enterprise has shown rapid climb in the final decade.

Advertising is one some of the factors of mass verbal exchange. Advertising is in reality logo-building thru effective communication and is really industry. It allows to paperwork the concept of selling. Advertising performs a massive role in present day highly aggressive world. A profession in advertisement is kind of glamorous and at an equivalent time difficult with extra and extra companies starting up a day. Whether its brands, companies, personalities or perhaps voluntary or spiritual organizations, all of them use some sort of advertising so that it will be geared up to talk with the target audience. The salary shape in advertising and marketing is form of high and if you have the knack for it one can attain the highest. It's an ideal profession for an ingenious character who can manage work-pressure. Today, new regions are emerging inside advertising like event control, photo control, internet advertising and marketing etc. Event control wherein occasions are marketed, Image management wherein a particular profile of a private or a corporation is projected. Internet advertising and marketing has additionally caused lots of adjustments in advertising as Internet manner one is catering to a get group of target market in place of a mass audience. Today 'Celebrity Endorsement' has attracted monstrous debate on whether or not it surely contributes to the emblem building manner or whether it is just some other lazy device to shape the emblem more visible within the minds of the consumers.

Capture all advertising as having four features:

1) A verbal and or visible message
2) A sponsor who's diagnosed
3) Delivery thru one or more media
4) Payment by means of the sponsor to the media

A. Objectives of the Study

1) To understand customer impact of digital media on logo preference.
2) To apprehend approximately customer effect of medium on emblem preference.
3) To comprehend Customer effect of different media on brand preference.
4) To understand the Concept of Advertising in Bharathi Airtel intimately
5) To identify various measures of Advertising in Bharat Airtel.

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II. RESEARCH METHODOLOGY

A. *Collection of Records*

One a number of the critical gear for conduction advertising research is that availability of necessary and useful statistics. Date series is greater of an artwork than a science. The methods of promoting studies are for the duration of a way the strategies of know-how collection. The assets of statistics fall into categories.

B. *Internal Resources*

Every corporation has where given to keep positive statistics like accounts, reports etc. These facts provide pattern facts which an employer generally keeps collection in its working.

C. *External Assets*

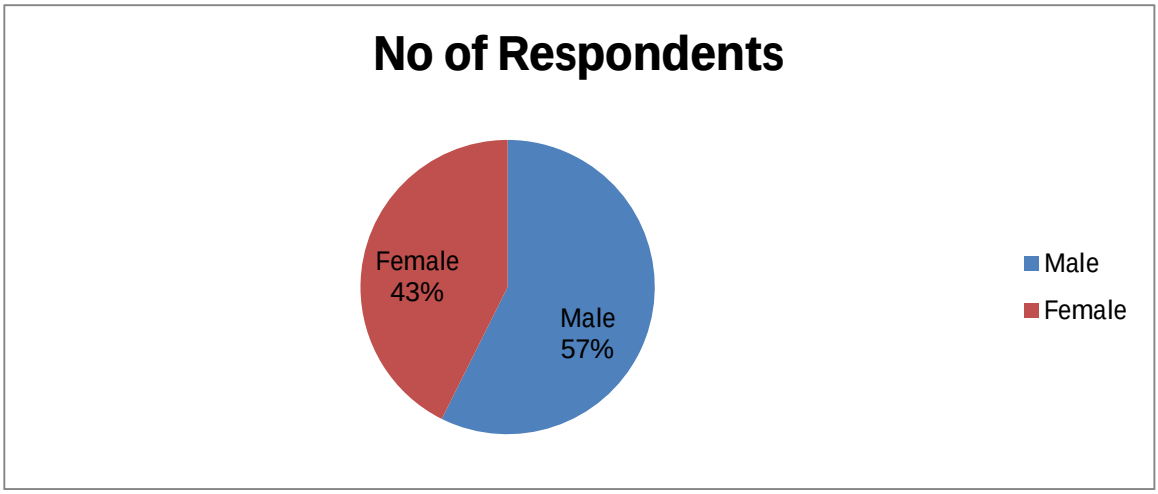
When internal records are insufficient and required statistics is not available, the Organization will need to rely on external resources. Of understanding are.

1) *Primary Data:* The data accumulated for a cause in unique and for the number one time is understood as primary information. The researches accumulate these facts to review a specific problem. Here the first data is information gathered thru questionnaire by way of directly meeting the purchasers
2) *Secondary Data:* The info, which is collected from the published assets i.e., now not originally accrued of the number one rime is known as secondary information. Here the secondary facts are data collected from the corporation's brochures, pamphlets, Journal catalogues and website.
3) *Sample Procedure:* random sampling
4) *Research Design:* the first facts and secondary information are going to be studied and analyzed as it should be and interpreted to extract sure facts. Whenever vital statistical gear and monetary tools like tabulation, graphs etc. Are going to be wont to give the findings effectively.

III. DATA ANALYSIA& INTERPRETATION

A. *Respondents of Different Gender?*

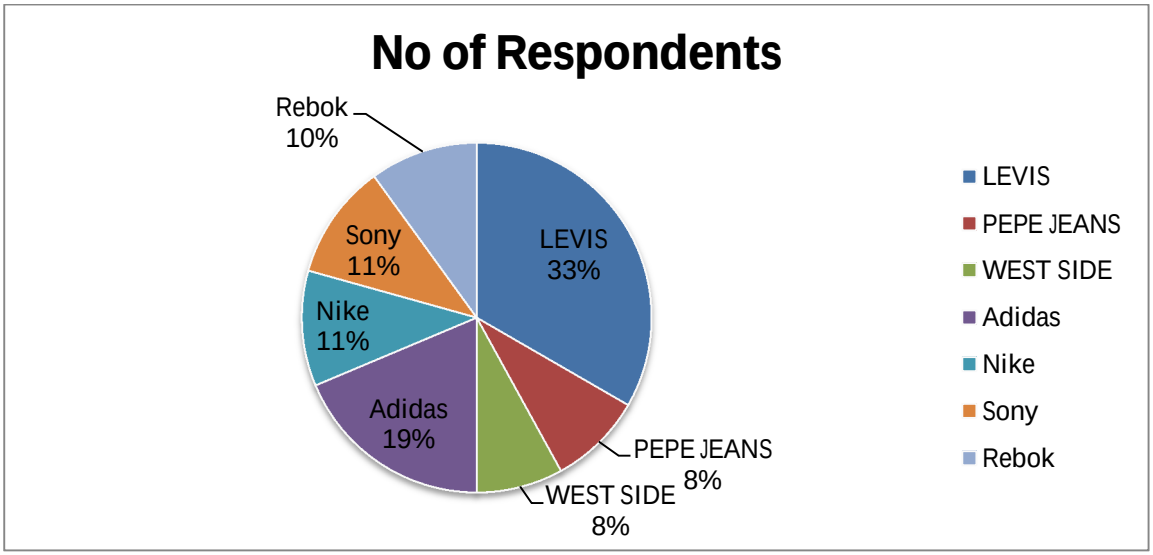
S.no	Response	No of Respondents	Percentage (%)
1	Male	86	57
2	Female	64	43
	Total:	150	100



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B. Which are the Favorite Brands?

S.no	Response	No of Respondents	Percentage (%)
1	LEVIS	50	33
2	PEPE JEANS	13	8.7
``	WEST SIDE	12	8
4	ADIDAS	28	18.7
5	NIKE	16	10.6
6	SONY	16	10.6
7	REBOK	15	10
	Total	150	100

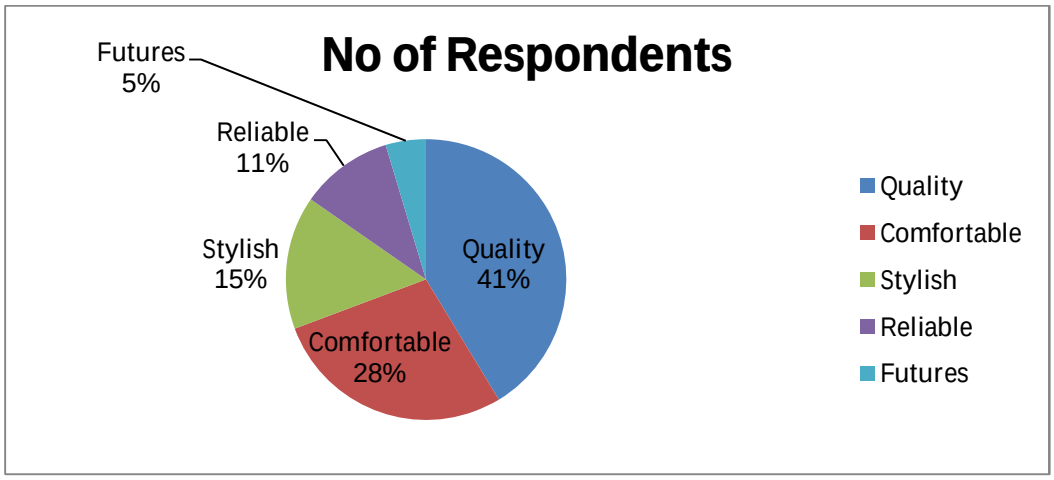


C. Why the Brands are Preferred by the Respondents?

S.no	Preference	No of Respondents	Percentage (%)
1	Quality	62	41.3
2	Comfortable	42	28
3	Stylish	23	15.3
4	Reliable	16	10.6
5	Futures	7	4.6
	Total	150	100

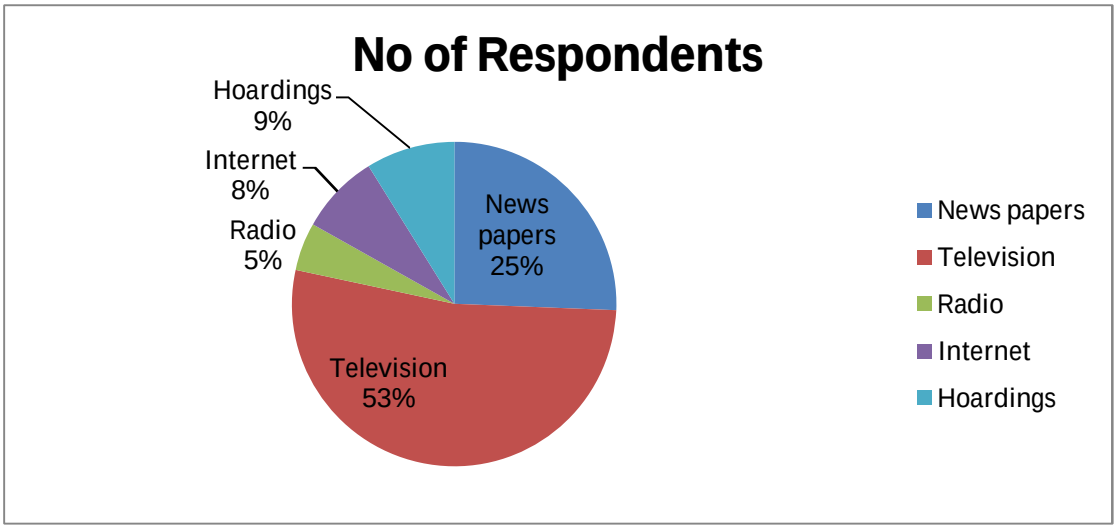
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D. From Where you get the Information About These Brands?

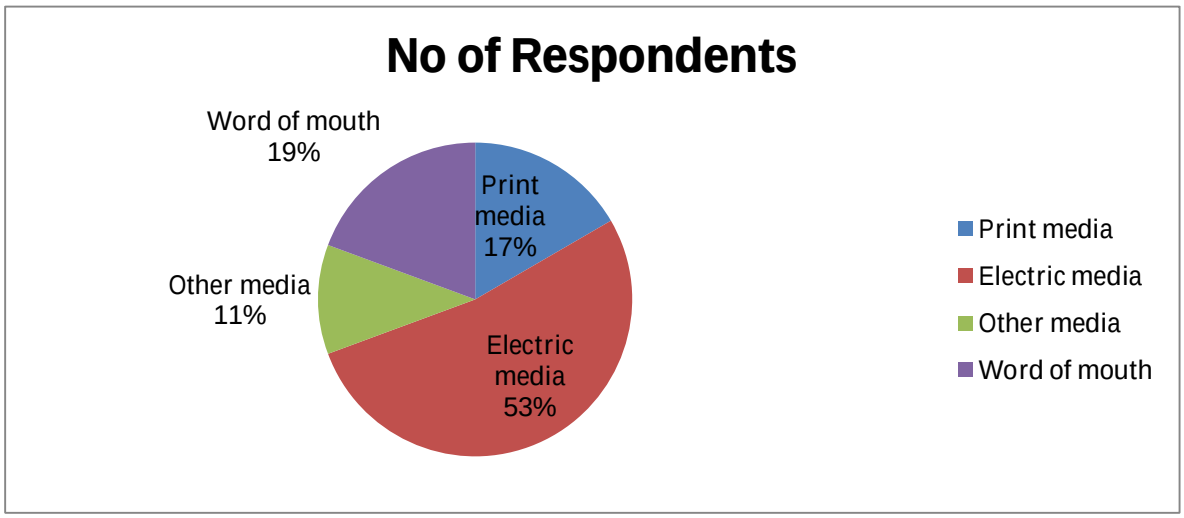
S.no	Information source	No of Respondents	Percentage (%)
1	News papers	32	21.3
2	Television	66	44
3	Radio	6	4
4	Internet	10	10.6
5	Hoardings	11	7.3
6	Word of mouth	25	16.6
	Total	150	100



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E. If you are Searching for Information of a brand Which media will You look for?

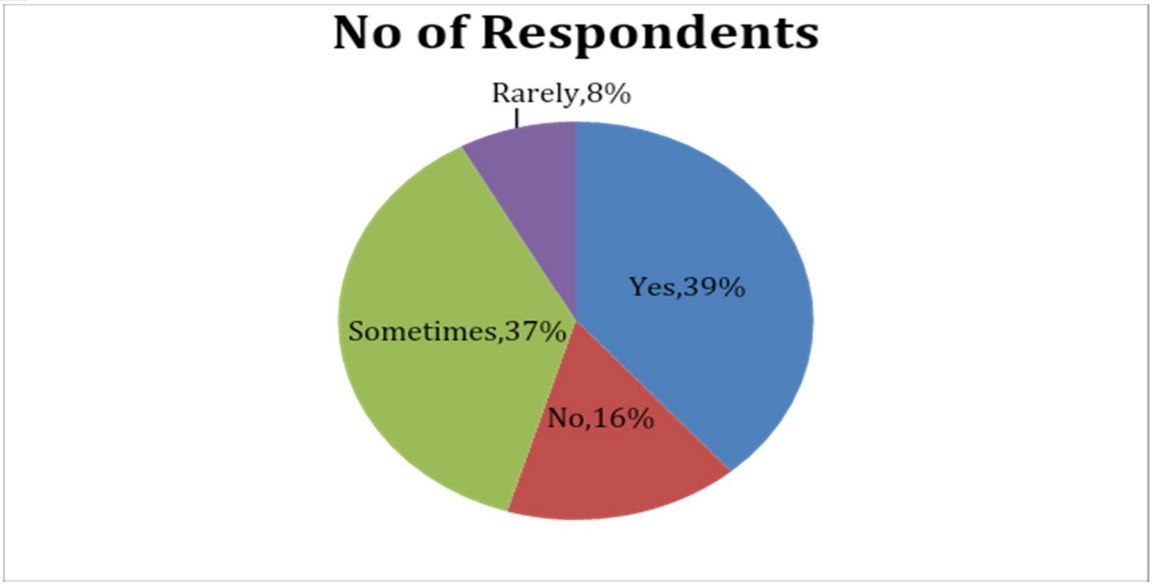
S.no	Media preference	No of Respondents	Percentage (%)
1	Print media	25	16.6
2	Electric media	79	52.6
3	Other media	17	11.3
4	Word of mouth	29	19.3
	Total	150	100



F. Do you rely on Advertisement?

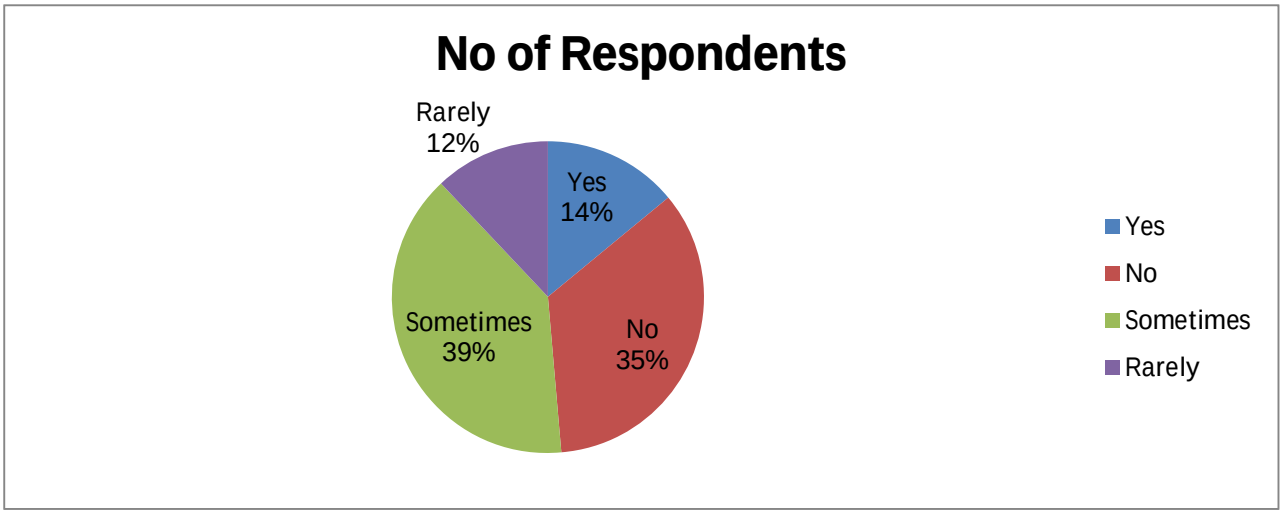
S.no	Response	No of Respondents	Percentage (%)
1	Yes	58	38.6
2	No	24	16
3	Sometimes	56	37.3
4	Rarely	12	8
	Total	150	100

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G. Do you Change your Perception of a Product by just Seeing the Advertisement?

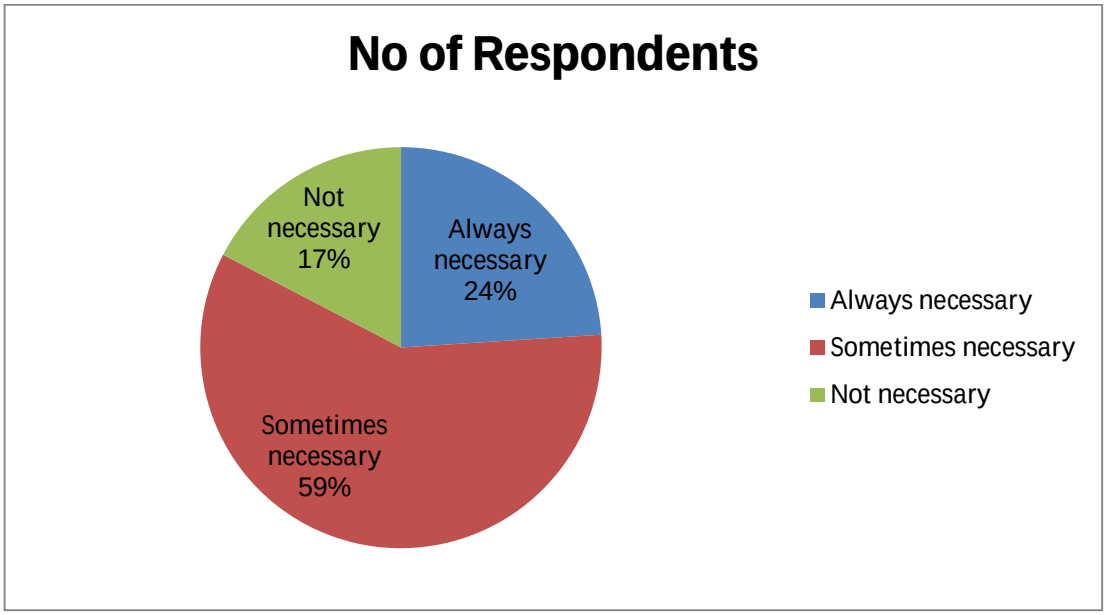
S.no	Response	No of Respondents	Percentage (%)
1	Yes	21	14
2	No	52	34.6
3	Sometimes	59	39.3
4	Rarely	18	12
	Total	150	100



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H. Do you think Advertisement is Necessary for your Decision Making?

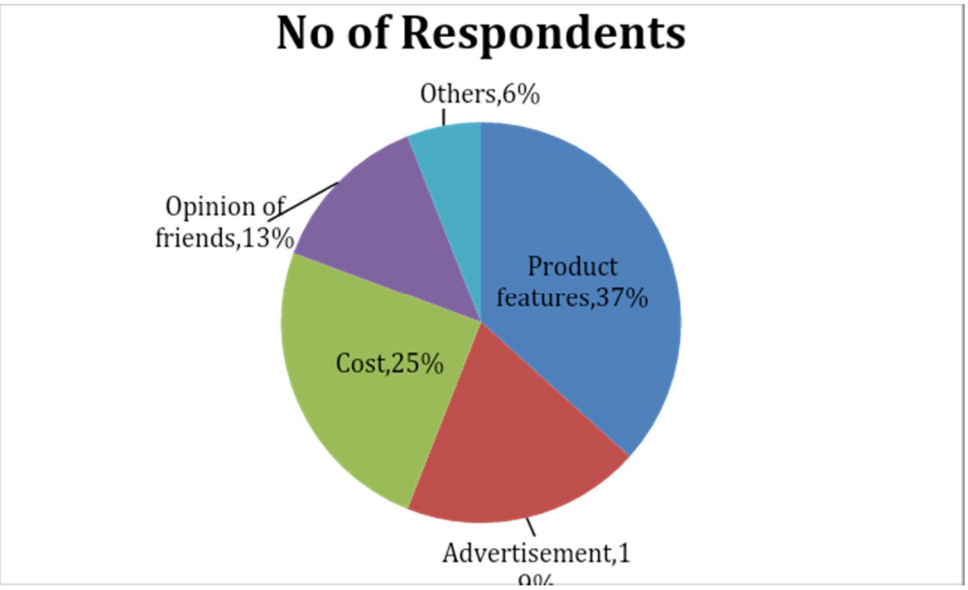
S.no	Response	No of Respondents	Percentage (%)
1	Always necessary	36	24
2	Sometimes necessary	88	58.6
3	Not necessary	26	17.3
	Total	150	100



I. What are the Factors which Influence your Decision Process?

S.no	Response	No of Respondents	Percentage (%)
1	Product features	55	36.6
2	Advertisement	29	19.3
3	Cost	37	24.66
4	Opinion of friends	20	13.33
5	Others	9	6
	Total	150	100

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IV. CONCLUSION

According to this observe, it has found out that human beings notice advertisements and the notice stage of the emblem is right only due to classified ads.

Based on this have a look at I would say tv classified ads have more attain to the people. Customers decide on television in comparison to other media on account that they get each the audio and visual outcomes. This is additionally proves that customer's rely upon commercials proven in media

Customers of the age organization of 20-25 are more inquisitive about classified ads and manufacturers. The customers like branded products due to the best it possesses.

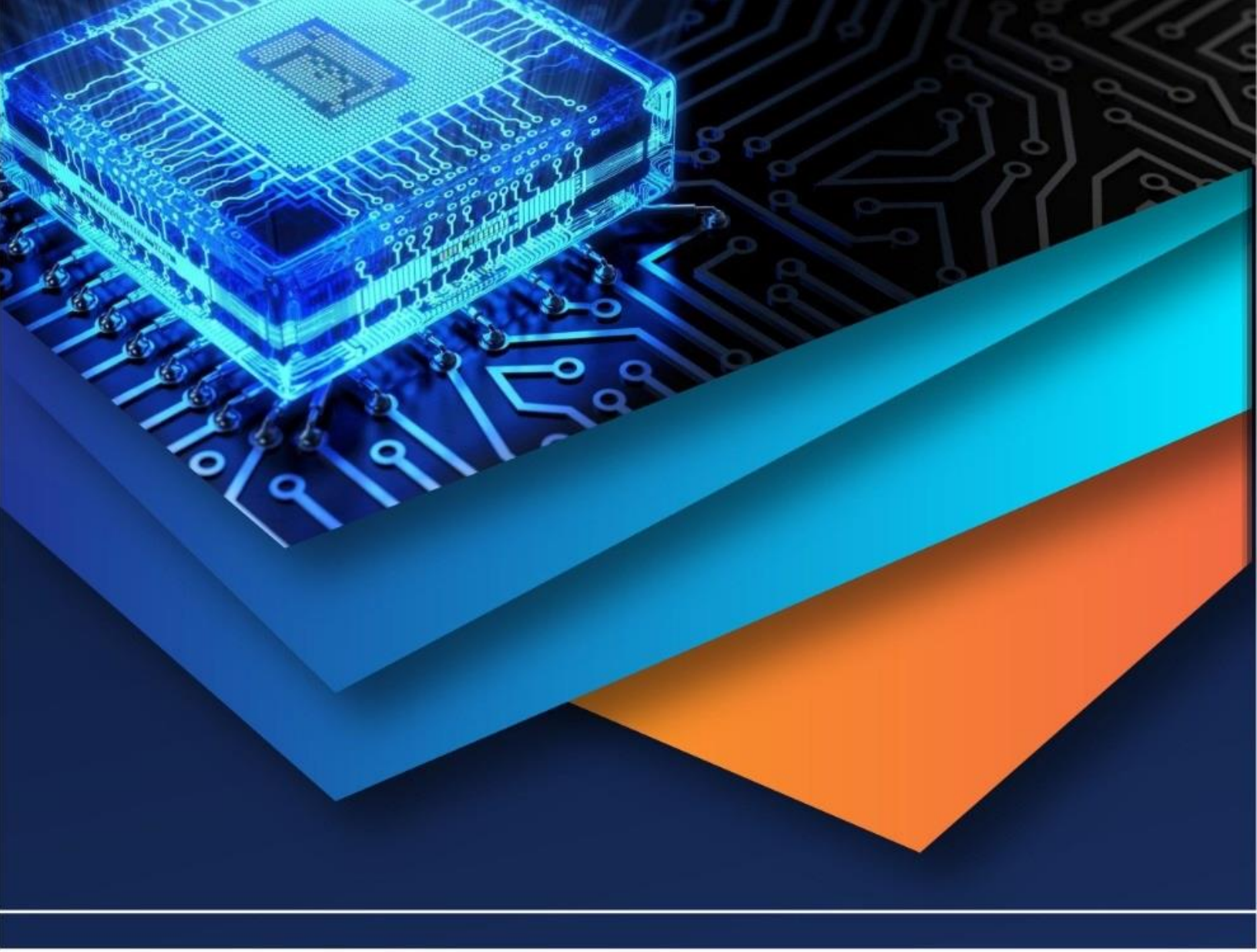
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