

## A STUDY OF AN IMPACT OF ADVERTISING STRATEGY ON A BUSINESS

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### **ABSTRACT:**

*In order to influence consumer behavior, raise brand awareness, and eventually increase sales, advertising is essential. Businesses spend a lot of money on advertising in the fast-paced, media-rich world of today, but not all efforts yield the desired outcomes. This study investigates the elements that contribute to effective advertising, going beyond merely imaginative content to look at things like audience targeting, media selection, emotional appeal, message clarity, and exposure frequency. The study identifies the components that audiences respond to the most and that influence recall, engagement, and purchase decisions by examining consumer feedback and actual advertising campaigns. The importance of digital platforms and tailored advertising in reaching today's discerning and knowledgeable consumers is also taken into account in the study. The results are intended to assist marketers in creating more powerful advertisements that not only capture attention but also foster enduring brand relationships and trust. 'Advertising strategy and its effect on a business' is the topic of this article.*

**Keywords:** Advertisements, media selection, feedback, strategy, campaign.

### **INTRODUCTION**

Advertising that works for a firm and results in increased sales is called effective advertising. The company wants to make more money after the ad campaign is over than it spent. They know the commercial was successful because of this. Their advertising effort was unsuccessful, and they should reconsider their advertising going forward, if it stops and their company suffered financial losses during that time. Advertising that works is something that every company should do. Without it, their only options for promoting their company are word-of-mouth and their location. Even though this is a fantastic method of spreading the word, they are losing out on a wider audience in the absence of efficient advertising. A business, brand, school, and other entities all depend on advertising. Effective advertising does not require a company to sell a product. Additionally, advertisements are used to announce events, films, and television programs. Bringing attention to an advertisement is the primary goal of advertising. Advertising is essential to any company's success. For brands to expand their reach, create leads, and boost revenue, they must concentrate on running efficient advertising campaigns. But how can companies determine whether their advertising strategies are working? Here's when measurement is useful. Any business must measure the effectiveness of its advertisements.

Reaching one of the world's most diversified populations; Indian advertising is currently seeing tremendous growth. Although English is the primary language spoken throughout India, many sections of the populace view it as a dark language. The fact that newspapers, radio, and television are available in over two dozen languages restricts the usefulness of these media to specific regions or segments of the population. Making English known while adhering to the Indian aristocracy. He employs one of the various close-knit jargons when speaking to the lion majority. Hindi is not as common in South India, where it is used sporadically, although it is frequently used in North India for marketing. Some developments create what is referred to locally as Hinglish, a blend of Hindi and English. reasonable online reality. Admiration of the Indian advertising systems was the aim of the discovery.

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## REVIEW OF LITERATURE

1. V. KantiPrasad(1976)The ethical aspect of comparison advertising has received more attention in recent years than its efficacy. To evaluate a comparative advertisement's communications performance in comparison to its "brand X" equivalent, a lab experiment was conducted.
2. Paul Freedman(1999)The impact of negative television campaign ads on voters has been the subject of recent dispute. Negative advertisements, according to proponents of the demobilization hypothesis, reduce voter turnout and erode political efficacy. A stimulation hypothesis has been proposed by others, who contend that the electorate may be stimulated by such advertising.
3. Elizabeth S(2000)Little is known about how advertising affects children's experiences using products, despite the fact that its pre-purchase effects on kids are well established. To investigate this problem, two studies were conducted: one used experimental, while the other used in-depth interviews.
4. Moonhee Yang(2006)In-game advertising has grown to be a significant form of advertising. The impact of brand names in video games on college students' memory was investigated in the current study. A word-fragment test and a recognition task were used to assess implicit and explicit memory for brands featured in two sports computer games.
5. Keller (2009) examined the psychological aspect of advertising and found that, in contrast to strictly informative advertisements, messages that appeal to emotions like inspiration, happiness, or nostalgia tend to resonate with viewers for longer periods of time and have a greater impact on brand perception.

## OBJECTIVES OF THE STUDY

- To examine how well-known commercials are.
- To understand the impact of advertising.
- To learn the tactics employed in the advertisements.

## RESEARCH METHODOLOGY

The descriptive approach of research was used to analyze the current study. A convenient sample technique was used to create the current analysis, and the survey was completed by members of the general public, professionals, etc. The present study has a sample size of 200 samples, with gender serving as the independent variable and the dependent variable being the reliability of the statement regarding the effectiveness of the Indian advertising strategy. The research instruments utilized in this work include scaling and graphs. Research is the process of applying the principles of science logically and methodically to the broad and general questions of a study. Scientific methods offer precise instruments, particular processes, and technical—rather than philosophical—means of gathering and organizing data before logically analysing and manipulating it. Various types of research designs are accessible based on the conditions, the sort of research endeavour, and the availability of skilled personnel.

**Research Design:** The study design serves as a guide for achieving goals and addressing inquiries. It is a comprehensive strategy outlining the steps and methodology for gathering and evaluating the necessary data.

**Data Collection Methods:** Both main and secondary data sources are included. Primary data: Using a questionnaire and interviews, primary data was gathered directly. Secondary information The researcher gathered secondary data from online sources, newspapers, magazines, and standard textbooks.

**Research Instrument:** The questionnaire is the research tool used to collect the primary data

**Sample Design:** Probability Sampling. Sampling Technique: Convenience

Sample Size: 264 Respondents.

Area of Study: Jodhpur City.

Type of Research: Descriptive Research Statistical Tool Applied: Percentage Analysis, Correlation test, Chi-square test and Anova.

### **FINDINGS**

- Motion picture advertisements are more successful than still image ones.
- The advertisement's content has a greater impact on how customers view the product.
- The language employed in the commercial also has a significant impact on how effective it is.
- The level of advertising intensity influences how consumers view the product and influences their decision to buy it.
- Ads that address social concerns have an impact on how persons in the high age range are perceived.
- Compared to local advertising, national advertising has a greater impact on consumers' perceptions of the product.

Any product's sales are increased via advertising.

### **SUGGESTIONS**

Product and advertising have a strong relationship that is reflected in the brand. The purpose of advertising is to promote items, but in order to reach its target audience and pique their interest, it requires a suitable media. As a result, businesses should focus on their advertising strategy when launching their items. It is critical to realize that products that are going to be introduced or promoted should meet the needs and desires of consumers in accordance with their lifestyle and attitude. Businesses can only successfully establish their brand by producing goods that meet the wants of their clients. In a nutshell, this is the process of improving the Spectrum products' brand image and branding.

- The factors that determine effectiveness should be taken into consideration while creating advertisements.
- The product and its applicability for various age groups should be the focus of advertising.
- All of the effectiveness determinants should be addressed in order to increase the effectiveness of advertisements.
- When investing in advertising, careful consideration should be given to the type and media of the ads.
- Advertisers ought to create fresh, more efficient methods of promotion.

### **CONCLUSIONS**

Workers are a company's greatest asset. People who are committed to doing their best work are essential to a strong team. Employees that are ambitious, dedicated, and highly self-motivated offer their all to the organization and receive the most out of their employment. However, the consequences of low employee motivation at work can be severe. Among the reasons why motivation is a problem include low team morale, a lack of initiative, a lack of energy, errors, and a high staff turnover rate. The most important resource in every firm is its people. There can also be a fantastic opportunity for exciting employment and promotion. This could push employees to do exceptionally well.

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