

IMPACT OF ADVERTISEMENT ON SALES AND SERVICES OF AIRTEL TELEMARKETING IN HYDERABAD

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ABSTRACT:- The study emphasised the significance of this position for customer happiness and loyalty. Customers are essential to the operation of a successful business. Since a company should place a high priority on its consumers, customer loyalty and satisfaction should be addressed in addition to long-term objectives. This thesis looked at the relationship between customer relationships and customer happiness. This study's goal is to look at the ideas of customer pleasure and loyalty, as well as the connections between them. The factors that affect consumer loyalty and satisfaction are also examined in this thesis. The thesis study examines trivets and customer satisfaction.

KEY WORDS: Customer Satisfaction, Marketing, Relationship, Service Quality, Value Creation.

INTRODUCTION

ACTIVITIES FOR PROMOTING SALES

It is true that businesses produce products in order to satisfy consumer needs. This, however, falls short. No of the type of product, businesses have obligations that go beyond simple physical production. The customer is the focus of modern marketing, thus it is the producers' obligation to understand where, when, how, and at what price their products will be advertised. The secret to effective marketing is to provide the ideal product at the ideal price, at the ideal location (and at the right time), with the ideal promotion.

Over time, a variety of pastimes gained popularity, all of which made it simpler to simply sell items. The advertising mix makes reference to these activities. The "promotion mix," sometimes referred to as the marketing communication mix, is built up of following

1. Advertising.
2. Promotion of Sales
3. Publicity
4. Individual Selling

PROCESS OF MARKETING COMMUNICATION

The general goal of marketing communication is to inform the target market about a promotion or item. As a result, there are three steps to this process.

IMPORTANCE OF ADVERTISING:

Advertising's main goal, whether it's for a hotel, a service, or a product, is to convince customers to make a purchase. The main goal of advertising is to facilitate business-to-consumer communication. In other words, "raising awareness" is the ultimate objective of all advertising. Below is a list of several advertising objectives.

- Adopting quick action airtel will start discounting and raise initial demand.
- To inform clients when a product is available
- Salespeople will benefit from a bigger market share since it will help retailers promote the product.
- To enhance the amount of times a product is utilised.
- To enhance brand awareness among customers

NEED FOR THE STUDY

Customers' needs must come first for every manufacturing business that wishes to successfully promote its goods. Airtel continuously evaluates customer satisfaction ratings to pinpoint areas that might have improvement. As a result, we have chosen to carry out this particular research project. A manufacturing business won't be able to compete if no items are sold. Sales therefore have a significant impact on a manufacturing company's ability to turn a profit. The best approach to maximise wealth, if it is feasible, is through sales.

The role of advertising in marketing is one of the most important. Advertising is only used by one firm to advertise its products. The distribution channels are filled with retailers. They serve as a conduit between the manufacturer and the customers since they are close to them.

SCOPE OF THE STUDY

The study's objective is to gauge the level of satisfaction among Bharti Airtel Limited's dealers. Distributing a questionnaire to traders in the Rangareddy region allowed for the collection of the main data needed to determine the study's geographic scope. The main objective of the study was to assess Bharti Airtel Limited's "EFFICIENCY of SALES and Advertising" in the Rangareddy district during a certain time period.

OBJECTIVES OF THE STUDY

- In order to find out what customers think about airtel's pricing policies (sales).
- To gauge how devoted airtel's customers are.
- To comprehend the pressures that airtel experienced (service of airtel).
- To determine the market share of airtel.
- To determine the source of the clients' awareness.
- To measure the network's consumers' happiness with airtel.
- To ascertain the degree of consumer satisfaction with airtel's services.
- To assess the level of customer satisfaction across rival recharge and top-up card providers.

RESEARCH METHODOLOGY

One of the most important tools for doing marketing research is the availability of topical and important data. Marketing research procedures are a type of data gathering technique, despite the fact that data collection is more of an art than a science. There are two categories of information sources.

Internal sources: Every firm is required to maintain records, including accounts, records, and reports. Examples of the data that firms routinely collect while conducting business are included in these publications.

External sources: Organizations will need to rely on external sources if internal records are insufficient and important information is missing. The external data sources include:

APRIORITY DATA

Information that was acquired expressly for a project or a research report is referred to as "primary data." Using a closed-end questionnaire, data is systematically collected. The questionnaire, which asks questions on many research components, is divided into two parts for the optimum data collecting. These two components will only utilise the response.

Secondary data:

Secondary data is knowledge that has already been acquired for another purpose and is in the public domain. You may read the company's periodicals, catalogues, and website to find out more information. The company's business profile also provides further details and detailed descriptions of all of its products.

METHOD OF RESEARCH**SURVEY METHOD**

An extensive task like surveying calls for a specific level of technological expertise. **STUDY METHODS** The vast majority of survey methods have been created by people. When conducting surveys, the raw data should preferably not be taken into account. By interviewing the respondents, the researcher gathers data from them.

SAMPLING

The entire galaxy need not be used to gather data. It may be sufficient to use a small representative sample. A sample is a modestly sized group of individuals who ought to be highly "representative" and diversified across the board. This process of selection is known as sampling.

SAMPLE SIZE

Samples are tools that let you monitor a small number of individuals to learn more about larger populations. The sample consists of 100 individuals.

SAMPLING PLAN

1. **SAMPLING UNIT** - The business owners and professionals are still around.
 2. The stratified random sampling method is used in the sampling procedure.
- Prior to classification and interpretation, the data collected from both primary and secondary sources is summed and displayed in a systematic fashion.

METHOD OF SAMPLING

A random sampling strategy has been applied in this case. Any item in the cosmos has an identical chance of being chosen in a random sampling.

INSTRUMENT FOR RESEARCH**QUESTIONNAIRE**

A questionnaire is a purposefully created, coherent collection of questions. It provides both the framework and the direction for the data collection. Given how frequently they are used to gather market data, questionnaires must be created with the highest expertise and attention.

QUESTION FORMS**OPEN FORM OF QUESTIONS**

They speak in an explanatory manner. **A TON OF QUESTIONS.** Participants are free to respond on their own. These questions elicit the respondent's real thoughts about a certain product.

CLOSED FORM OF QUESTIONS

THE QUESTIONS HAVE BEEN CLOSED AND ANSWERED. They nearly seldom provide descriptions. They will be presented with a range of options from which to choose, and they must decide. They could limit respondents' options, but they also make analysis simpler.

CLOSED, ENDED Question Types:

- Dichotomies are questions with just two options.
- An inquiry with three options is referred to as a **MULTIPLE CHOICE** inquiry.
- The ratings for various qualities range from "poor" to "outstanding."

LIMITATIONS

1. . The primary restriction on the research was a 45-day time frame.
2. This study's conclusions couldn't be entirely accurate and compelling because it relied on random sampling techniques.
3. The research focused only on 100 Airtel customers, as opposed to the millions of consumers that interact with a variety of products from different manufacturers all around the world.
4. The study only asks closed-ended questions, which are designed to make it easy for crucial information to be missed or even constrained by poor communication.
5. Only Airtel customers were analysed for the experiment.
6. Communication issues or variations in how the organization's staff members articulated the circumstance during research with some of the dealers might result in the true information being overlooked.
7. Because the dealers who responded to the survey only had a basic education, their opinions lacked the crucial information.

REVIEW OF LITERATURE

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

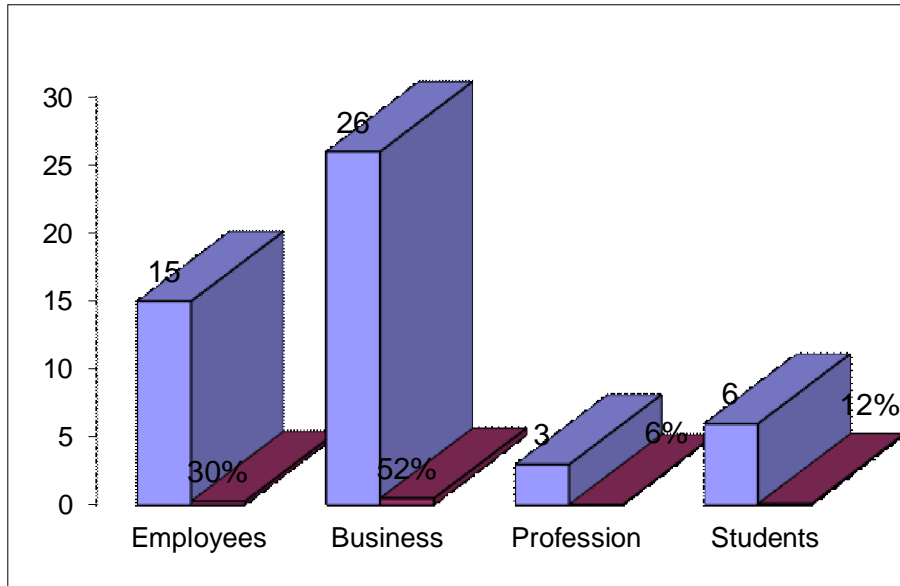
In 2010, spending on advertising was estimated at more than \$300 billion in the United States and \$500 billion worldwide.

Internationally, the largest ("big four") advertising conglomerates are Interpublic, Omnicom, Publicis, and WPP.

DATA ANALYSIS AND INTERPRETATION

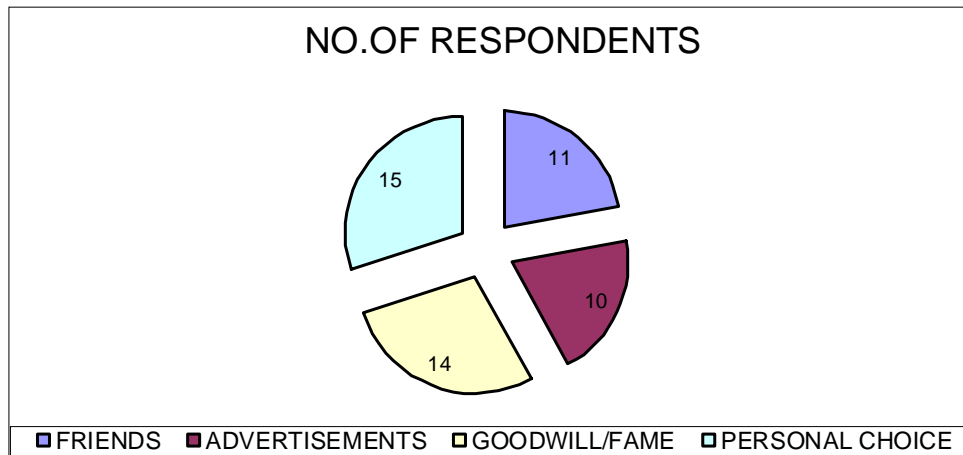
FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
EMPLOYEES	15	30%
BUSINESS PERSONNEL	26	52%
PROFESSION	3	6%
STUDENTS	6	12%
TOTAL	50	100%

According to my survey, it can be seen from the above table that indicates Employees 15 (30%), Business Personnel 26 (52%), Profession 3 (6%) and Students 6 (12%), are preferring to purchase AIRTEL.



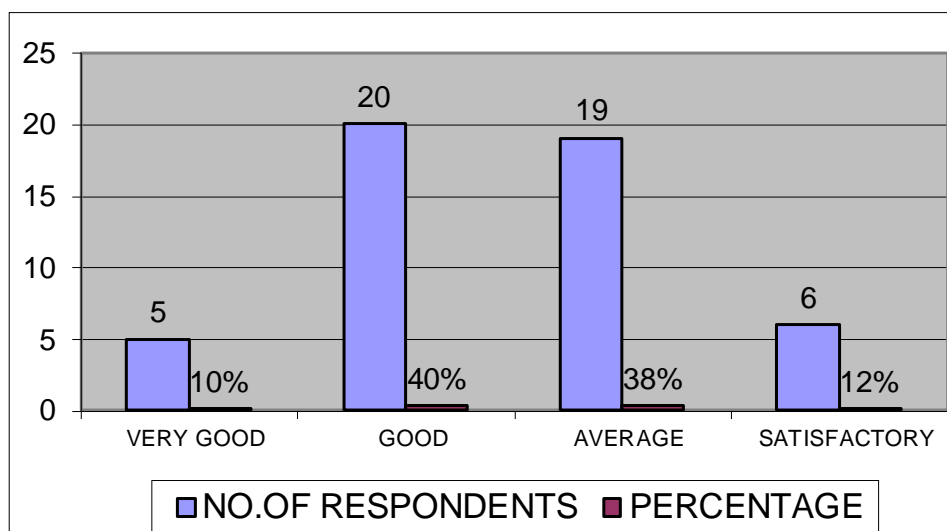
INFLUENCING FACTORS TO PURCHASE OF AIRTEL

As per my survey, the above table reflects that Friends 11 (22%), Advertisements 10 (20%), Goodwill/Fame 14 (28%), Personal Choice 15 (30%) are the factors influencing to purchase of AIRTEL.



PIE EXPLOSION GRAPH REPRESENTING THE LEVEL OF SATISFACTION OF CONSUMERS IN VIEW OF PRICE

ATTRIBUTES	NUMBER OF RESPONDENTS	PERCENTAGE
VERY GOOD	5	10%
GOOD	20	40%
AVERAGE	19	38%
SATISFACTORY	6	12%
TOTAL	50	100%



FINDINGS

- AIRTEL needs to train the staff employees that work directly with customers in order to improve product expertise.
- Understanding the advertisement is challenging.
- AIRTEL's primary objective is not to advertise to clients and businesses.
- AIRTEL does not provide gifts to customers.
- The company doesn't concentrate on any fresh advertising channels.
- Since the packaging is neither visually beautiful nor efficient at communicating, colour and packaging design must complement one another to enable package communication.
- The network does not extend to the edges.
- Prepaid cards have a very constrained amount of speaking time.
- The business doesn't hold road shows to promote its goods and services.

SUGGESTIONS

- Airtel contends that in order to increase sales, incentives must be more alluring and new SIM cards must be designed. Airtel may provide top-up cards with a starting price of 10 rupees.
- If Airtel offered cards for new groups like employees, women, and girls, sales would soar.
- The corporation does not place a high premium on using alternate media for advertising. A box's layout and colour scheme need to work well together to convey. The text on the box needs to be legible and aesthetically attractive.
- In rural areas, Network coverage should be present.
- Prepaid cards should offer more conversation time.
- In order to gain market share, lower your tariff costs.
- The company should host road shows to increase awareness of its products and services.
- Customers and retailers alike must be well-informed, and the marketing staff must be strengthened.

CONCLUSION

I've come to the conclusion from this study that any service's marketing may be successfully executed by raising awareness through word-of-mouth recommendations and by keeping the service in line with advertising and sales promotion activities.

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