

# A STUDY ON THE INFLUENCE OF ADVERTISEMENT OF CELL PHONE AMONG CUSTOMERS IN MALAPPURAM DISTRICT

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**Abstract:** *Communication media are the inevitable part of every human being, especially for cellphone. It is the simplest and fast means of communication. Without communication Medias no one can live in the society. Today the various mobile manufacturing companies are come up with different android smartphones. It is the era of a vast development of electronic device especially in the smart phone. Lot of advertisement techniques is used by the manufactures to capture the mind of potential customers and to capture the market share. All the modes of advertisement may largely depend on different levels of people in the different society. In this study to identify that the effectiveness of advertising policy on buying behavior of mobile phone customers in malappuram district.*

**Key Words:** *Communication, cellphone, advertisement, malappuram district,*

## 1. Introduction:

The present scenarios we are living in the world of globalization. We have different choices for buying a product. Here the question arising how we get the information of various product? No doubt it's only through the various advertising. One thing we realize that when we buying any product or services behind that a particular advertising persuasion occurs. Advertising has today become one of the most important aspects of all business and to imagine life without it is almost impossible. The present day business is so heavily dependent on advertising that no one can afford to neglect it. Advertising is medium which make product familiar to the prospective customers and help to reach more people to communicate brand effectiveness. Nowadays many high and advertising techniques are used to make an advertisement effective. Apart from the traditional medium, many other media options, which were never heard of before, are now available with the advertisers. Thus, today advertising has become an indispensable marketing tool of the corporate world.

## 2. Importance of advertisement:

Advertisement is the backbone of modern marketing and has mass production and distribution of an enterprise totally depend on various forms of advertising. Some of the factors that account for the importance of advertising is:-

- Generating awareness

The first task of advertising is to make the audience aware of the availability of the product/service to explain exactly what it is, so that they can buy intelligently and raise their standard of living.

- Creating favorable attitude

Advertising message should create a favorable attitude towards the brand, eventually leading the consumers to buy the brand or bring a change to their past.

- Managing customer loyalty

One of the key tasks of modern day marketing is to make the customers loyal and reinforce their purchase behavior.

- Increasing the number of customers

Advertising stimulates demand and widens the market. The benefits and features of the product are made known to the public. This will increase the number of buyers for the product.

- Offsetting the competing brands

The consumers are tempted to buy several rival products the promotional measures offered by competitors. Advertising facilitates the creation, direction and extension of demand for the particular products/services.

- Increasing usage of the product

When a product is introduced in the market, it is meant for a specific use. Advertising explains the new uses of the product formed out through researches. Thus consumer is made known about the uses of product.

- Reminding the consumers

During off season no sales may be possible and also the customers need not remember the brand used by them. Advertising remind the customers about the forgotten products.

- Educating the public

Advertising is of an informative kind, the aim of which is to let consumers know what goods and services are available. It introduces new ways of life to people at large and improves their standard of living.

- Shaping of goodwill

A firm doing good services to society, or offering quality products at fair prices earns a good name and it may ever be remembered by the consumers.

### 3. Role of Advertisement in marketing:

Advertising plays a greater role in marketing compared to other tools of marketing communication. The significance of advertising can be understood from the ever increasing budget of advertising investment in Indian companies. We often see a number of brands with different propositions in the some products category. It is a must to provide information to consumers about the availability of brand and products of the manufacturer. Advertising plays the communicator's roles to the consumers. As the economy turns complex and level of competition intensifies, the advertiser's role change. Advertising plays a major role in connecting the manufacturer and consumer in providing services.

### 4. OBJECTIVES OF THE STUDY:

- To analyze the effectiveness of advertising policy on the buying behavior of mobile phone consumers in Malappuram district.
- To find out the awareness of popular branded cellphones
- To identify the impact of celebrity advertisement.

### 5. REVIEW OF LITERATURE:

Dr Abdul Bajil and N.D Chandra Sekhar (2013) in their study reveals that the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. The consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products.

Belch and Belch (2012) stated in his study that one of the primary focuses of advertisement is to influence the behavior of customers. By using specific images and captions can create needs and awareness among consumers.

Dr C Muthu velayudham et.al (2010) in their article clearly states that conditions of competition are changing rapidly today the companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences of products have decreased. Differentiation should be made on the meanings products bear instead of on their physical features.

### 6. RESEARCH METHODOLOGY:

This study is an empirical one based on the data collected from primary and secondary data sources. Primary data is collected from 100 mobile phone customers in malappuram district. The study was undertaken with a structured questionnaire which was personally administered to the respondents with varying demographical background. The sources of secondary data include books, reports, journals, research papers and internet websites.

### 7. LIMITATIONS OF THE STUDY:

- Extensive and vast study was not possible due to the time constraint.
- It is a sample survey so the chance of sampling error may be occurred.
- Customers are sometimes biased while answering some questions

### 8. DATA ANALYSIS AND INTREPRETATIONS

#### Influence of advertisement policy in cell phone customers

Table no: 1

influenced	No of respondents	percentage
Great extent	30	30%
Some extent	60	60%

No at all	10	10%
Total	100	100

### Interpretation

The above table reveals that 30% of respondents are opined that the advertising policy affect the buying habits to great extent and 60% of are reviewed to the some extend advertisement policy affect buying habits and 10% are argue advertisement policy does not affect buying habits.

### Customer's opinion of cell phone advertising

Table no:2

Factors	No of respondents	percentage
Misleading	05	5%
Truthful	48	48%
Persuasive	32	32%
Objective	15	15%
Total	100	100

### Interpretation

The above table shows that the 48% of customers are opined that the advertising in relation to mobile phones are truthful and 32% are reveal that it is persuasive one and 5 % argued that it is misleading to the customers.

### 9. FINDINGS :

- Advertisement is the most effective factor that determines the buying decision of the cellphone customers in malappuram district.
- Television is the most preferable visual medias for advertisement
- Involvements of celebrity in advertisement campaign to some extend influencing customers.
- Most of the people are well aware about the different brands of cellphones
- Samsung cell phone is mostly preferred brand in malappuram district.
- Advertising is an effective force for buying cellphones

### 10. SUGGESTIONS:

- Internet and magazines are the effective Medias so the companies can utilize this channel for their advertisements.
- Companies should conduct market survey for identifying customers' needs and identify the advertisement effects and try to make some modifications of advertisement policy of the company.
- Company should open their retail out let in each city and concentrate on sales promotion.

### 11. CONCLUSION:

This is the world of competition; different brands offered to the customers by the companies. The company has to try to convince their targeted customers about their superior qualities and their benefits.it is through advertising that company strives to communicate the unique selling propositions of their product and create brand loyalty. If the advertisement generates a feeling of confidence in the mind of the consumer, that the product possesses certain qualities and attributes, it is likely to have a positive impact on the attitudes and buying behavior of the consumer. Hence, companies use varied advertising appeals and strategies in advertising communications.

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