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## RESEARCH PAPER

## Impact of advertisement on consumer behavior and Economy Sales” with special reference to coca-cola

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### Abstract

The title of study is “impact of advertisement on consumer behavior ” with special reference to coca-cola on the basis of objective is to analyze the effect of advertisement on consumer behaviour, analyzing the meaning of advertisement as a tool of promotion mix and how it helps to boost up the economy sales. It is to analyze the types of advertising and the various media used for this purpose. Its having great significance in advertising as a mode of public communication.

The present topic aims to study the impact of advertisement on consumer behaviour in soft drink industries and proposing the recent trends and developments in this regard. The survey is conducted in Amritsar and its surroundings consumers and the information was collected through questionnaire and personal interviews.

During the course of gathering information sample size selected was 100 in all the segments-consumers, it is collected in the form of -primary data & Secondary data. The data collected from both the sources is useful to understand the company background, market situation of the companies and consumer perception.

This study summarized that even coca- cola using best media and advertising theme and copy in their promotional mix, but the trends emphasize that most of the people were not affected by advertisement. They were driven by their tastes and preferences. Suggestions are, in rural areas the advertising should be broadcasted through radios, vernacular papers & banners. Advertisement should focus on needs and tastes of youth in order to influence their behaviour and should design its strategies according to these. The company should also conduct research to study the needs and wants of the consumer and also the impact of advertisements on the consumers buying behaviour.

From above research conclusion could be drawn that most of the consumer are brand loyal. The impact of advertisement was seen on the consumer's between the age group 5 – 30.

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## INTRODUCTION

The topic “impact of advertisement on consumer behavior”- A case study of coca-cola analysis the role of advertising in affecting the consumer behaviour and pursuing the consumers to buy a product especially a product like soft drinks.

Consumer orientation stems from the company's adoption and implementation of the marketing concept. Consumer behaviour is the result of the interaction of the consumer's potential influences and the pressures executed upon

them out side forces in the environment.

Consumer has some needs and wants and when they are not satisfied, it leads to a drive. Drives are, in effect, the reasons underlying certain behavior patterns. Drive is a strong stimulus that motivates the individuals. Depending on the products, signs, ads and other stimuli relevant to the situation- existing in the environment, the individuals chooses some specific response in an effort to satisfy the drive. The specific response chosen depends upon these cues and previous experience. Reinforcement strengthens the relationship between the environmental cue and the response and may lead to a similar response to the next time the drive occurs. Repeated reinforcement a leads to the development of a habit there by making the decision process.

Advertising is one of the most important external cues, which reinforces the consumer. Advertising an other forms of promotional activities should be viewed as a means of implementing a communication strategy. Advertising is only one element of promotion mix but it often takes special prominence in the overall marketing-mix design because of its visibility and pervasiveness.

It was a time when only a few brands of soft drinks were available in the market and the consumer had no wide choice. At present the market of soft drinks allover the country is on the increase due to multinational companies entering the market. We can find the number of soft drinks like coca-cola, fanta, thumbs-up, Pepsi, Limca, Maaza, Canada-dry, Mirinda, 7up, mountain-dew, sprite etc. as a result of this, the manufacturing concerns are marketing all efforts to promote their brands through Advertising.

All though advertising is primarily a private enterprise marketing too, it is used in all countries of world including socialist countries. Advertising is a cost effective way to disseminate message, whether, it is to build up brand preference of coca-cola or to motivate developing nation, consumers to drink milk or to practice birth control. It is common form of none – personal communication about an organization and/or its products, idea, services etc. i.e.; the transmitted to target audience through a mass media.

The main advertising task is to get attention, to hold the interest, to arise the desire and to obtain the action of consumer. Obtaining attention is obviously necessary if the potential consumer is to become aware of and have knowledge of the company's products. Holding interest gives the communication a chance to really build the prospect's interest in the product and a liking for it. Arising desire, favorably affects the evaluation process perhaps building the preference, and obtaining action includes building conviction or obtaining trial, which may lead to subsequent purchase or adoption. Continuing promotion is to required to confirm the adoption an insure continuing action.

## RELEVANCE OF THE STUDY

The importance of the study of the consumer behaviour in regard to advertising can be clearly seen in today's world of competition. The study of consumer behaviour analysis interprets the ever changing consumer behaviour so that the company can monitor such study for the purpose of making sounds decisions in respect of the four P's of the marketing mix, it is consumer disposition that makes or mars the profit position of product.

This case study reveals that how much the consumer behaviour is affected by the advertising which is return helps to take decisions like as how much to invest in advertising, formulating and designing the strategies so as to earn profits and stand boldly against the rising competition in the market.

## EMERGENCE AND COMPANY PROFILE OF COCA-COLA

While much of the world has changed since 1886, but the pure and simple magic of one thing remains the same “coca-cola” the name and the product mean so many good things to hundreds of millions of consumers around the globe. Called for in more than 80 different languages, coca-cola products are served more than 773 millions times every day, quenching the thirst of consumer in more than 195 countries in every climate.

John Styth Pemberton in Atlanta, Georgia 1st introduced this refreshing idea. It was may 1886, when the pharmacist concocted a caramel- coloured syrup in a three legged brass kettle in his backyard and carried it to Jacobs Pharmacy to mix it with carbonated water, and thus, a “delicious and refreshing” drink was born. For five cents, consumer could enjoy a glass of coca-cola at the soda fountain. Dr. Pemberton's partner and bookkeeper, Frank M. Robinson suggested the name “coca-cola” in the unique flowing script that is still famous world wide today.

Coca- cola began as a fountain product. But candy merchant Joseph A. Biedenharn of Mississippi was looking for a way to serve this refreshing beverage at picnics. He began offering bottled coca-cola using syrup shipped from Atlanta, during an especially busy summer in 1894. In 1899, large scale bottling became possible when Asa Candler granted exclusive bottling rights to Joseph B. Whitehead and Benjamin F. Thomas of Chattanooga, Tennessee. The

contract marked the beginning of coca-cola company's unique independent bottling system that remains the foundation of soft drink operations.

Today, the products of coca-cola company reach consumers and customers around the world through the large distribution network made up of local bottling companies. These bottlers are located around the world, they package, market and distribute the products using thousands of delivery trucks and routes and millions of pieces of equipment at retail locations.

Fresh, creative and tasteful advertising images for coca-cola have always set a high standard of quality for other products around the world. The company recognizes that coca-cola belongs to the billions of consumers in every corner of the globe who have chosen it as their favorite soft drink. Our advertising reflects that special relationship between consumers and the simple moments of pleasure they have come to associate with coca-cola.

Amritsar Beverages Ltd is an authorized bottler of coca-cola India. Its franchisee area includes the following districts of Punjab namely- Amritsar, gurdaspur, ferozepur, bathinda, monsa, Faridkot, Muktsar & kapurthala. Apart from these districts its also supplies in certain parts of Himachal Pradesh.

Amritsar Beverages Ltd. As it is known today, was started by S. Teja Singh Kandhari in the year 1969 under name of Amritsar bottling company, as a franchise license holder from Parle Exports. The very first product bottle then was Gold spot. In 1973 Limca came into the picture and was the next brand that was bottle along with Gold Spot. Thumbs up came into picture in the year 1977 after the exit of coca-cola from India.

Amritsar Beverages has come a long way; ever since it started its operations in the year 1969. From manual machines with which bottling operations were carried out in 1969, today all the bottling operations are fully automated- with three bottling plants under its fold namely.

Chheharta plant - Bottling carbonated soft drinks i.e., Coke, Fanta, Limca, Thumps up, Kinley soda, diet coke, sprite.

Amritsar crown caps Ltd (Unit I)- Bottling Maaza brand

Amritsar crown caps Ltd (Unit II)-Bottling carbonated soft drinks i.e., Coke, Fanta, Limca, Thumps up, Kinley soda.

All the plants have state-of-the-art modern machines with certain machinery being improved from various parts of the world. ACCP (unit II) is a modern plant with most of machines being imported from Germany, and it has a production capacity of 600 bottles per minute. It was set up in the year 1995, when there was a tremendous spurt in market demand owing to the launch of coca-cola in India.

The main objective of the company is to provide good quality product to the consumers, to encourage a learning environment where people can constantly grow, develop and contribute to strive for excellence and seek continuous improvement in everything that the company produces.

## **COCA-COLA INDIA (CCI)**

Coca-cola returned to India after 16-year absence in 1993. On October 26, 1993, the brand was launched in Hathras, near Agra. A strategic alliance with Parle Exports gave the company instant ownership of the nation's top soft drink brands – Thumps Up, Limca, Citra, Gold spot, & Maaza. This also gave access to Parle's extensive 52-plant bottling network and a base for rapid introduction of company's international brands. The network of bottling plants was and is India's largest soft drink bottling system.

The year 1994 and 1995 saw a phased rollout of brands coca-cola & fanta across the country. In 1993, the standard package was 250ml returnable glass bottle (ROB), which was retailed at Rs.5.00. CCI introduced 300ml returnable glass bottle, while maintaining the price at Rs. 5.00.

At present, CCI's brands are available in a host of package sizes. These include 200 ml RGB, 300 ml RGB, 1000 ml RGB pet, 1.5 ltr. Pet, 2 ltr pet and 330 ml cans. The 200 ml package was introduced in March 1996, and was positioned to capitalize the potential of the Indian market.

CCI was the 1st soft drink company in the country to launch cans. CCI today has following brands in its profile in India COCA-COLA, FANTA, LIMCA, THUMPS UP, SPRITE, MAAZA, KINLEY SODA & KINLEY WATER- available in various pack sizes.

## OBJECTIVES OF COMPANY

The main objective of the company is to provide good quality product to the consumers, to encourage a learning environment where people can constantly grow, develop and contribute to strive for excellence and seek continuous improvement in everything that the company produces.

Amritsar beverages Ltd, receives essence from Britco food company Ltd. (B.F.C.L), Pune for preparing and filling coca-cola. The procedure followed for syrup making is shown through chart as follows:

Syrup Making Procedure

Essence received from Britco Food Company Ltd., Pune

Raw Syrup Tank

\_ (Sugar Dissolving Tank)

\_ Treated Water (Heating)

\_ Dumping of Sugar

Activated carbon +Hy Flow supernal

\_ (Cleaning agent)(Filter)

\_ Pass through filter

\_ Ready (Raw Syrup)

\_ Plate heat exchange (P.H.E) (primary)

\_ (P.H.E) Secondary (Brince)

\_ Ready Syrup Tanks in ready Syrup room

Essence addition

\_ (Power +Liquid)

Maintain Brix of the Syrup

\_ (Water + Syrup + Essence)

Ready —

## BOTTLING

The bottling is done<sup>3</sup> by the company in unique COKE bottles. The filling capacity of the plant is 400 bottles per minute. The average of the whole year is 6000 shells per day. But, in the summer season the number touches 15000 shells per day. The estimated cost of the plant is Rs. 10 crores. The empty bottles come from Hindustan National Glass Company, Bahadurgarh and O.B.L. Garwal.

## CONSUMER BEHAVIOUR

Consumer behaviour is all the psychological, social and physical behaviour of potential customers, as they become aware of, evaluate, consume and tell others about the products or services. In the words of professor Walter C.G. and Professor G.W.Paul, it is “ the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services.”

Consumer behaviour may be defined as the art of individuals in obtaining and using goods and services, including the decision processes that precede and determine these acts. This definition includes both the ultimate consumer and the purchase of industrial goods. Consumer behaviour results from individual and environmental influences. Consumer often purchase goods and services which they want others to accept. Behaviour is, therefore, determined by the individual's psychological make-up and influence of others. The dual influence has been summarized in the following simplified equation of behaviour  $B = f(P,E)$ .

Consumer behaviour (B) is, therefore, the result of the interaction of the consumer's personal influences (P) and the pressure exerted upon them by outside forces in the environment (E). Understanding consumer behaviour requires understanding the nature of these influences. The 4 basic determinanants of consumer behaviour are the individual's needs, motives, perceptions and attitudes. The interaction of these factors with the influences of the environment cause the consumer to act.

Understanding consumer bahaviour makes it mandatory to first understand the buying process. Consumption is the

process that begins well before a product is bought and extends well beyond that. Buying process represents a problem solving approach, it's a decision making process leading to buying decisions on the part of consumers.

## STEPS IN BUYING PROCESS

The consumer buying process is a five-step activity. These five steps are:

- Need recognition
- Information search
- Evaluation and intention
- Purchase decision
- Post-purchase reaction

Need recognition: the starting point of buying process is the perceived want or a desire. Need recognition is the awareness of the want or a desire or a consumption problem without whose satisfaction the consumer feels restless and tension charged. Needs or wants arise either due to internal stimulus or external stimulus.

Information search: consumer interest is indicated in the consumer's willingness to seek further information about the product or service. Consumer has many alternative sources of information to tap such as friends, relatives, neighbors, salesmen, dealers, advertisements, packages and above all consumer price to get up to date and adequate information regarding the product and services he wants to go in for.

Evaluation and intension: in evaluation stage the consumer assigns relative values or weightings to different products or services based on accumulated information and judges the relative worth of alternative product services from the angle of want satisfying potential. Then he develops the intention to accept or reject a given product or service on which the purchase depends.

Purchase decision: it is the positive intention of the consumer that leads to a purchase decision. Decision to purchase implies to consumers commitment for a product or a service. Practically, it is the last stage in the buying process because it completes the exchange process. Such a purchase may be a trial or adoption.

Post- purchase Reaction: post- purchase or reaction stands for the behaviour of a consumer after a commitment to product has been made. These post purchase experience may be a set of positive or negative feelings. Positive feelings or satisfaction results in repeated sales or at least recommending the products or services to others; on the other hand, dissatisfaction or negative feelings creating anxiety and doubts.

## DETERMINATIONS OF CONSUMER BEHAVIOUR

The determinants of consumer behaviour can be grouped into:

- Economics
- Psychological
- Sociological

Economic determinants

Economic scientists studied consumers and their behaviours and provided details. The basic economics determinants among others are:

- Personal income
- Family income
- Consumer income expenditure
- Consumer liquid assets
- Consumer credit
- The level of standard of living

Psychological determinants

Psychologists have provided certain clues as to why a consumer behaves this way or that way. The major psychological determinants are internal to the individual are:

- Motivation
- Perception
- Attitude
- Learning

## Personality

### Sociological determinants

Sociologists have attempted to explain the behaviour of a group of individuals and the way in which it affects and conditions on individual's behaviour in the marketing or purchase decisions. These groups of individuals of determinants are:

Family

Reference

Opinion leaders

Social class and caste

Culture

## MARKETING AND PROMOTION MIX

Promotion is a communicative activity whose purpose is to move forward a product, service, or idea in a channel of distribution.

Marketing is a function of business, which has the purpose of interpreting demand and directing those activities, other than production necessary for profitability satisfying that demand. And marketing to inform consumers of the availability and attributes of products and services to convince the consumers to purchase the offering uses promotion.

Thus promotion is a means of moving forward the offering of a company to intermediate and final consumers. Marketing mix is developed by the marketing unit to achieve the basic objectives of the company, which are stated in terms of products and services. This mix, or system, consists of all the marketing efforts and marketing tools in the correct proportion that are necessary for satisfying the company's consumers and the company's objectives.

These tools are:

Price

Place

Product

Promotion

Each of these four general terms describes a sub mix.

And advertising is the tool of promotion mix. The actual elements of a promotional mix are variable depending on such matters as task assigned to promotion and the environment in which the promotion must operate. The promotional mix consists of 5 basic constituents:

Advertising

Packaging

Personal selling

Publicity

Sales promotion

And all these tools focus upon the consumer. So advertising is the promotion of idea, goods or services by an identified sponsor. The relationship is elaborated are as follows:

Company Objective

\_Marketing Objective

\_Definition of Marketing Mix

\_Development of Marketing Mix

Place

Price

Promotion

Personal Sales

Selling Promotion  
Packaging Publicity  
Advertising

This diagram illustrates the relationship between marketing mix and promotional mix; promotional mix and advertisement. C in both the promotional mix and advertising denotes that they are consumer oriented.

#### Market Survey Report On Soft Drinks

Market surveys are conducted during our training in which market is divided into various routes and each route have 80-90 outlets to visit by trainee. The purpose of this market survey is to know the market demands of coca-cola and Pepsi. The route that is given to me is Hall Bazaar, Ranjit Avenue, Green Avenue, Lawrence road, Katra jaimal Singh, Jalianwala bagh, Baba sahib Chowk and Sultan wind road. After completing survey, I have come to the conclusion that people are more prone to coca-cola then Pepsi i.e.; market demand of coca-cola is more than Pepsi.

## ADVERTISING

### Meaning of advertising

The word 'advertising' has been derived from the Latin term 'advertere' that means 'turn to' or 'turning the attention towards the product'. Advertisement is the art of making your self and your product known to the world in such way that desire for buying that product is created in the hearts of the people.

It is the endeavour of businessman to increase sales. For achieving higher sales advertisement is undertaken on extensive scale by a manufacturer.

It has been rightly pointed out that in order to fly the Aeroplane or sales. Advertisement acts, as fuel, advertising fact, is a salesmanship in print. It is inevitable for increasing the sales. Some of the important definitions of advertisement are given as under:

'Advertising consist of all the activities involved in presenting to a group a non personal, oral or visual, openly sponsored message regarding a product, service or idea, this message, called an advertisement is disseminated through one or more media and is paid for buy the identified sponsored'.

William J. Stanton

'Essentially form of communication through such diverse media as hand as hand bills, newspapers. Magazines, bill boards. Letters, radio and television broadcast and motion pictures.'

-The Encyclopedia Britannica

"Advertisement is any paid form of non-personal presentation and promotion of ideas good or services by the identified sponsor. Publicity is any form of commercially significant news about, and substitution. A service or a person published in space or radio time that is not paid for by the sponsor".

-American management association

From the above-mentioned definitions, it is clear that advertisement is primarily concern with popularizing a manufacturer's product and boosting its sale by a adopting different advertisement media.

Object of Advertising: the main objective of advertising is to introduce properly a new product in the market and the ultimate goal is to achieve large scales volume thereby increasing profits. The main objectives of advertising are given below: -

To appraise people about the new product and to create their interest in the product.

To extend active support to personal selling and to make the process of sale easier.

To increase the volume of sales and to reduce the selling expenses.



To create and maintain permanent demand for the product.  
 To reduce the number of middleman and establish a direct link between the producer and the consumer.  
 To enhance the goodwill of concern whose products are advertised.

Functions of advertising: advertising is a vital technique in the hands of a manufacturer with the help of which he performs many functions. Following are the main functions of advertising:

It encourages the prospective buyers to purchase the products.  
 It is indispensable in the introduction of a new product in the market.  
 It acts as a potent instrument in the hands of the manufacturer for increasing the sales by creating permanent demand for the product  
 It is considerably helpful in decreasing the number of middleman.  
 It builds up the reputation of the producer thereby enhancing the goodwill of the concern.  
 It educates the people in the use of new products and tells about the, different users of the existing products.

#### Advantages of Advertising

The benefits derived from advertising are manifold. It is one of the most important components of the marketing process.

This is beneficial to manufactures, traders, consumers and society as a whole.

Introduces a new product in the market: advertising plays significant role in the introduction of a new market. It stimulates the purchase the product.

Expansion of the market: it enables the manufacturer to expand his market. It helps in exploring new markets for the product and retaining the existing markets. It plays a sheet anchor role in widening the markets for manufacturer's products even by covering the customers living at the remote areas.

Increased sales: advertisement facilities mass production of good increases the volume of sales. In other words, sales can be increased with additional expenditure on advertising. With every increase in sale, selling expenses will decrease.

Fights competition: advertising is greatly helpful in meeting the forces of competition prevalent in the market. Continuous advertising is very essential in order to save the product from the clutches of the competitors.

Enhances good will: advertising is instrumental in increasing good will of the concern. It introduces the manufacturer and his product to the people. Repeated advertising and better quality of products brings more reputation for the manufacturer and enhances goodwill for the concern.

Criticism against advertising:

Despite of many benefits drawn from the advertising. It suffers from a sever criticism advanced by different segments of society. It is not an unmixed blessing. It has been criticized on the following grounds:

Increased price of the product: advertising increases the cost of the product as the expenses on it form the part of the total cost of the product. The increased prices are borne by the consumers. But it cannot be denied that advertising leads to large-scale production, which considerably reduces the total, and per unit cost of production. The consumer may pay less rather than higher.

Multiplication of needs: advertising creates artificial demand for the product and induced people to buy those products, which are not needed by them. On account of its repetition, it allures and creates a desire in the minds of the people to possess an article not required by them.

It leads to monopoly: advertising sometimes leads to monopoly in a particular brand of a product. By investing large sums in advertising of his brand, a bid producer eliminates small producers of the same product from the market and creates brand monopoly. This leads to exploitation of consumers.

But in reality this argument does not hold good. The manufacturers temporarily acquire the monopoly powers as they face strong competition by the rival producers of the same product. In the word of Harry Hepner "advertisement Stimulates competition, it often enables the small businessmen to compete with large concerns as well as to start new business."

Harmful for the society: sometimes advertisements are un- ethical and objectionable. Most often, these carry indecent language and virtually nude photographs in order to attract the customers. This adversely affects the social values.



Advertising media: the selection of a proper advertising media is not an easy task as it involves careful consideration of many factors by manufacturer.

Advertising medium may be defined as a means delivering a sales message. Following are the important considerations to be taken into account before selecting an advertising medium.

**Nature of the product:** this is the first important factor to be considered in selecting an advertising medium. Products may be either consumer or industrial. For consumer products, newspaper, radio, television and letters etc. will be suitable where as in case of industrial products various trade and industrial journals can be successfully employed.

**Nature of market:** this factor mainly includes size and composition of the market whether the market is local, national or international basis. Vernacular newspapers are suitable for advertising local products, whereas newspapers having wider circulation and magazines are appropriate for the product to be advertised on national basis. In the case of international markets, trade exhibitions and fairs, foreign magazines would be more suitable.

**Finances required:** the cost of advertising is another important consideration to be taken into account by a manufacturer. A large-scale manufacturer having huge funds can undertake extensive advertising campaigns. **Employing different advertisement media.** The manufacturer should properly estimate in advance the benefits to be drawn from different media.

**Duration of advertisement:** the duration of the period for which advertisement is under taken should also be taken into account before selecting a particular medium of advertising. Advertising given in newspapers, radio and television are normally for shorter period on the other hand magazines, out door displays and direct mail etc. have longer duration.

**Media followed by competitors:** As it has been already pointed out that advertising is an important instrument in hands of a manufacturer to fight competition prevalent against his product in the market. Competition can be minimized by adopting the same media in popularizing his product as under taken by the competitors. This method is gaining immense popularity these days.

**Coverage of media:** an advertising medium having circulation and large coverage will take the message of manufacturer to a large number of people. Newspapers and magazines have coverage. On the other hand, other media have limited coverage.

**Type of consumer;** whether the consumers are illiterate or educated will greatly influenced the selection of advertising media. In case of illiterate and lesser-educated people, films, television and radio can be effective media of communication where as in case of educated people letters, newspapers, magazines and display can be more successful and appropriate media.

## CLASSIFICATION OF MEDIA

Each media has its own unique characteristics and have some advantages and disadvantages over other competing media. The media is classified as under:

- (i) Broadcast media
  - (a) Radio
  - (b) Television
- (ii) Print media
  - Newspaper
  - (b) Magazines
    - (iii) Outdoor and transit
    - (iv) Specialty
    - (v) Direct mail

### Broadcast media

Advertisers use two types of media to reach target consumers over the airwaves i.e.; Radio and TV:

#### Radio

The radio is prominent vehicle of advertising in our country, which serves principally local rather than national or large regional markets. Radio operators have responded to the challenges made by the TV by offering programmes that feature music, ect., which appeals to local audiences.

The advantages of radio advertising are immensely, low cost, flexibility, practically low-cost audience selection, and mobility. The disadvantage

#### Television

The TV, the unique combination of sight and sound, and a deeper impact than the other media do. This is particularly advantageous for advertisers whose products require demonstration. TV advertising offers advantages of impact, mass coverage, repetition, flexibility and prestige. TV appeals to both the senses of sound and sight. As a result, it combines the two to produce high-impact commercials. Finally, the fact that a producer or service is promoted on TV may build a prestigious image of the product and its sponsor. The pleasure derived from watching TV is at least potentially transferable to the advertising message delivered through the medium.

The disadvantages include relinquishing control of the advertising message to the telecaster, high cost, high morality rates for commercials, some evidence of public distrust and lack of sensitivity. Quite apart, from the cost of TV time, the cost of producing commercials is very high. Production cost includes the fee for such times as talent and filming which must be borne by the advertiser.

Moreover in rural India, there are hardly any TV sets except at the community centers and too, at the places where electricity is available. Also, TV programmes in our country do not offer much selectivity. The transmission is limited and many centers do not have TV towers.

## **PRINT MEDIA**

Print media comprises of newspapers and magazines.

### **Newspapers**

Newspaper is flexible and coverage is much wider than the other print media. It provides the opportunities for direct communication between a product and its local dealers or distributors. But most of the newspapers have short life and also their cost varies depending upon their circulation and specialties.

### **Magazines**

Magazines are a means of reaching different markets, both regional and national, and of general and specific interest. The primary advantages of magazine advertising are: selectivity of market targets; quality reproduction long life; the prestige associated with some magazines, while the disadvantages is that magazines lack flexibility of radio and TV and also it has high cost.

## **OUTDOOR AND TRANSIT**

Outdoor advertising like use of signs, posters, electric spectacles, wall paintings etc. have a long life. The posters may be prepared on basis of locality, demand, in different sizes and colours. Illuminated posters are also used in cities and densely populated areas. Wall paintings are assumed to be more attractive than posters because of the use of extended letters, figures, packages and even mechanical devices.

Transit advertising appears inside and outside of taxis, buses, trucks, autos, trains, etc. the outside display appear on front sides and back of public transports and others. This is low cost media. It has high readership but it lacks demographic selectivity.

## **DIRECT MAIL ADVERTISING MEDIA**

Direct mail advertising includes the direct mail brochures, sales letters, postcards, leaflets, folders, booklets, catalogues and house organs. Etc. direct mailing provides maximum of selectivity, format flexibility, intensive coverage, speed and personalization of each mailing piece. While the disadvantages are the high cost of delivering messages individually and lack of prestige.

## **SPECIALITY ADVERTISING**

Specialty advertising involves reinforcement of messages on novel or useful articles like calendars, pens, pencils, drinking glasses, diaries, shopping bags, memo pads, balloons, etc. this medium is low in cost and provides the opportunity to remind target consumers of the product offered.

## **STATEMENT OF PROBLEM**

A study conducted on the impact of advertisement on consumer behaviour in selecting soft drink from the market.

### **NEED AND IMPORTANCE OF THE STUDY**

The need and importance of this study is mainly thing in research because it is essential to find out the advertisement of KANDHARI SOFT DRINKS for coca- cola, which should be appealing to the customers.

The importance of the study is also essential, because the role of advertisement is to present beautifully and has good impact on consumers of the product.

### **OBJECTIVES OF THE RESEARCH**

This project report on “ IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR” – a case study of coca-cola has been prepared with the following objectives.

To analyze the effect of advertising on the consumer behaviour.

To study the preference of advertisement by consumer.

To suggest suitable strategies.

## REVIEW OF LITERATURE

The introduction topic has been taken from various sources like brochures, Internet, magazines, journals and other publishers.

Information gathered for company profile is taken from various departments of company.

Research methodology is taken from “Research Methodology” –by Kothari. Information regarding advertisement has taken from the book “ Principles of marketing” Phillip Kotler. “ Advertising management” by B.S. Rathor.

## RESEARCH METHODOLOGY

Type of research:

The research is done by using the descriptive research method. In a descriptive research the main aim will be to provide an accurate snapshot of some aspect of the market environment. Here in general, the relationship studied will not be casual in nature. Descriptive research includes surveys and from them finding out facts of different types.

Sample Technique:

Selected 100 respondents based in AMRITSAR at random basis.

Sample Size:

For analyzing this project, 100 respondents were selected as sample size from the population for survey.

Sample Description:

Sample description constitutes all 100 respondents from different parts of Amritsar.

Instrumentation Techniques:

To get the response, the questionnaire method was used. In this study the questionnaires was distributed to the respondents personally and were asked to answer the questions to get the necessary data or information required for the completion of survey.

Actual collection of data:

The sources of data for this research study are mainly through two sources:

Primary data

Secondary data

Primary data

The primary data are those, which are collected afresh and for the 1st time, thus happen to be original in character. Primary data have been used to study on the ‘ad’ campaign for coca- cola. It has been used to analyze which media will be better for coca- cola. The questionnaires have been prepared to study it and the sample size was 100.

Secondary data

The secondary data are those, which have already been collected by some one else. Secondary data also had been used to get the information. Various journals, magazines, web sites etc. were consulted to gather the information.

Limitation of the study

The study is restricted to Amritsar city only.

Time constraint is one of the major limiting factors for the study.

Sample size is restricted to 100 respondents.

Consumer of soft drinks

Table-1 showing: - consumption of soft drinks among all age group- consumers

Response % Age Yes	No. Of response yes
100	100

Analysis: -100 % consumers said that they consume soft drinks.

Inference: - it is inferred that all consumers of all age group consume soft drinks  
Effect of advertisement: -

### **Effect of advertisement: -**

Table 2 showing effect of advertisement on consumers.

Awareness	Effect %
Promoted to taste/ buy the products	2
Awareness of new product	37
Source of entertainment	5
No effect	56

Analysis: - its cleared from the survey that advertisement has no effect on respondent, but they find it as awareness to know new product launched in market.

Inference: - it is inferred that most of respondent has no effect of advertisement in consuming soft drinks.

No. Of respondents promoted by ads: -

Table –3 Showing consumers affected by ads

Age group	No. Of respondents	Effect of ads	Yes %	No%
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Under 14	25	11	14	56
15-20	25	9	16	64
21-35	25	8	17	68
above 35	25	6	19	76

Analysis: - in different age group ad has different effects. Age group between 21-35 have least effect compared to other age groups.

Inference: - It can be inferred that young age have effect from ads, whereas age group 21-35 have least effect of ads.

Table: - 4 showing brands recommended by respondents

Brands	% Of respondents
Thums up	14
Coca-cola	48
Pepsi	9
Limca	10
Sprite	13
Fanta	6

Analysis:- most of the respondents preferred coca- cola's ad most whereas others preferred other ads.

Inference: - It is inferred that most respondents liked coca- cola's ad than any other ad.

Emotions evoked by ads:-

Table 5 showing respondents getting affected by ads

Emotions	% Of respondents
Thrill	14
Humor	8
Logical information	20
Romance	13
Strength	10
Youthful vigour	19
Adventure	14
mischief	2

Analysis: - it is visible from above data that most of the respondents liked to see logical information in ads whereas few have thrilling effect, some feel youthful vigour.

Inference: - It can be inferred that mostly respondents like to get logical information from the ad.

## FINDINGS AND OBSEVATION

In order to find out whether the advertisement of soft drinks is an effective technique of pursuing the buyers to buy. A sample study of 100 consumers of city of different age groups was done. For getting this information a questionnaire (Appendix-I) was prepared. Following points make it easy to understand the impact of advertisement on consumer behaviour.

Consumption of soft drinks: - 100 % of the respondents consume soft drinks. Among them were adults, teenagers, ladies, children, etc.

Awareness of ads for soft drinks: - respondents were mainly aware of the advertisements of soft drinks as they watch TV or through posters, banners, hoardings etc.

Effect of such advertisements: - effect of such ads is shown below: -

Effect	% age of respondents
1. Promoted to taste/ buy the products	2
2. Awareness of new product	37
3. Sources of entertainment	5
4. No effect	56

56% of the respondents did not respond to ads and 2% of them were promoted by taste of the product, 37% considered the ads as source of information of new product and 5% as the source of entertainment.

Number of respondents promoted by ads: - 66% of respondents were not promoted by ads. They went to their tastes. 34% of respondents were mainly among the age groups of (5-30) years were effected by ads.

Recommendation of brands: - 72% of respondents started the consumption of their preferred brand on their own. While 15% of the respondents started consumption on the recommendation of friends and 12% on recommendation of family members.

Another brand tried: - although brand loyalty demonstrated by most of the respondents yet most of them had tried all the brands just for the sake of taste.

Most prominent ad liked by the respondents: -

Brands	% of respondents
Thumps up	14
Coca-cola	48
Pepsi	9
Limca	10
Sprite	13
Fanta	6

Reasons for liking the ads: - mostly the respondents liked their choicest advertisement just because of their favorite personality or because of presentation that evoked emotions.

Emotions evoked by the ads: -

Emotions	% of respondents
Thrill	14
Humour	8
Logical information	20
Romance	13
Strength	10
Youthful vigour	19



Adventure	14
Mischief	2

Relationship between ads of consumption brand: - 76% of the respondents were of the view that there is no relationship existing between watching of ads and consumption, while 24% were of consumption of soft drinks.

Major factor in brand decisions: - major factor affecting the brand decisions is the taste of the respondents. They mainly preferred their choicest brand because of their taste.

Most popular slogan: - Most popular liked slogan by the respondents is “thanda matlab coco-cola” and “ Do the dew- Mountain dew”, “ yeh dil mange more- Pepsi” “dekhawe mein mat jao apni akal lagao- Sprite”.

Brand switching due to sales promotion:- 20% of respondents most belonging to the age group (5-30) would switch to the another brand till it promotes better and attractive gifts.

Media watched: the most commonly watched media by respondents was television (92%). Most of the ads are shown properly on various channels and in the commercials too.

## SUGGESTIONS AND RECOMMENDATION

The following suggestions are recommended to the Amritsar Beverages Ltd. For their better sale of soft drinks: -  
Local advertising

The company should promote local mode of advertising in the rural areas where TV cannot be reached. In rural areas the advertising should be broadcasted through radios as well as through vernacular papers and banners whose messages could be easily understood by villagers.

### Sales promotion

The company should use different ways of sales promotion along with the advertisement. It should arrange for special offers and complimentary gifts on various occasions like the company should give new calendars, Idol of lakshmi and such other gifts on festival occasions to promote the sale of their product. The company should distribute the lucky coupons to the household buyers making purchase of 3 to 5 creates and lucky gifts be drawn on the city- wise basis.

### Target oriented advertising

The company should keep on reviewing the advertising targets and strategies according to the changes in external and internal environment. Advertisement should focus on needs and tastes of youth in order to influence their behaviour and should design its strategies according to these. The company should be clear about their advertising target and move according to the strategies of competitors.

### Ongoing research

The company should also conduct research to study the needs and wants of the consumer and also the impact of advertisements on the consumers buying behaviour. Questionnaire should be prepared and sample surveys should be done as it provides the factual information. Advertisement copy should be drafted with utmost care, as a total structure relating to the message, which the advertiser wants to convey, by using any medium of advertisement, is displayed through it. It should be such that reader should only read but understand and belief the contents given in it.

## CONCLUSION

Coca- Cola Company has taken a stand among other popular industries in a large number of countries. Although it had using best media and advertising techniques in pursuing the message with catchy slogans on the national channels yet it needs to improve more of its advertising strategies and making advertisement more effective. It is suggested that Amritsar Beverages Ltd. Should formulate effective advertising policies for the local and state language should also be used in Punjab to advertise COKE. Persuasion is really a vital factor to popularize any product and to make it a saleable item in the market.

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