

# “Aida Model: An Invisible Promotional Tool – Hyundai Cars”

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## ABSTRACT

Promotion is an important part of communicating the benefits of your product or service to clients. Long-term success, more customers, and profitability are all ensured by well-designed marketing and promotional initiatives. The research is being carried out in order to determine which methods are the most effective. To assess the impact of Hyundai's promotional offers. Hyundai's purchase decision is influenced by promotional offers to customers. The research is based on the AIDA model, with the primary focus on a questionnaire is used to collect data from the sample. A random sample approach was used to select 81 people from a population of 81. Pie charts and percentage bars are used to analyze the data collected. Graphs and the chi-square statistic. The majority of respondents think that effective commercials influence their buying decision and attitude toward a business, according to the study. Every promotional strategy if it's a promotion or a discount the goal of an offer or hoarding is usually to enhance sales. The organization's profitability Promotion is an important aspect of any business. Highlighting the advantages of your product or service to the target audience. Marketing and advertising techniques that are well-designed. secure long-term prosperity; increase client numbers and ensure that firms are profitable. Marketing and promotional techniques are inextricably linked. Marketing and promotional techniques that are well-designed assure long-term success and bring in more customers. customers, as well as ensuring business prosperity. Without Your brand or service would not be able to survive without marketing promotions.

## I. INTRODUCTION:

The AIDA model is a framework for persuasive communication from the world of marketing. Its four stages are: awareness, interest, desire and action.

It's a hierarchy of effects model that follows the CAB process. It starts by developing awareness (Cognition) then desire (Affect) before stimulating action.

The model is shown as a funnel, representing the reducing number of people expected to progress to each stage. We look at each stage of the model below.

### A – Awareness

The first stage of this model is focused on awareness. The objective at this stage is to make as many people aware of the product, good or brand as possible.

This is usually achieved by advertising the product widely. This is done across whatever mediums are thought to be best for potential customers, while also taking into consideration the cost of advertising. Obviously, as new forms of media arise, such as social media, new methods of creating awareness are used. For example, this trend has seen the rise of social media “influencers” over the last few decades.

### I – Interest

Of those who have been made aware of the product, a smaller subset of individuals will become interested in it. There's something about it, or the message associated with it, that appeals to them.

Individuals who are interested in the product, good or service are known as suspects. Following awareness, they become interested in learning about the product. They want to develop an understanding of its specifics and how it could fit into their lives.

This development of interest can be fostered in several different ways. Some levels of detail can be included within advertisement. However, more usually, interested prospects use their own energy to search out more information about the product. They could, for example, look at technical

specifications on a manufacturer's website to learn more about a piece of technology.

#### **D – Desire**

Of those suspects who have developed an interest in the product will be a further subset who, following their exploration of the product, develop a desire for it. These people are known as prospects.

At this stage prospects have a clear desire for the product, good or service and would like to acquire it. They may still have some barriers to overcome in their decision making process. These barriers could include price or friction in transactions, but they are broadly ready to be converted into customers.

#### **A – Action**

There will be a subgroup of prospects who take the last step of making a purchase from the prospects who have established an actual demand for the goods. They are no longer prospects but clients once they have completed this final stage.

A promotion strategy is an action that is aimed to help a product or service market better. It is critical because it not only aids in the increase of sales, but it also aids in the reduction of costs. A company that is trying to attract new customers while at the same time preserving the older ones it is possible to accomplish so through advertising. A free sampling, a promotion, and public relations efforts a free present campaign, a trading stamp campaign, and so on by way of performances and displays, and by way of an award establishing competitions, temporary price reductions, and through personal sales, telemarketing, and door-to-door sales e-mails and letters A reward-giving action is promotion. That makes people want to acquire and consume the products of a marketer. The small-scale industrial units' methods and means are conventional, basic, and low-cost. To be effective, a promotional tactic to influence customers must be both effective and adequate in order to elicit the intended response from the customer. Currently, the promotional activities are mostly focused on Embrace every move taken by a marketer in order to explain their goods, location, pricing, and offer activities to their clients in a cost-effective and efficient manner bring about the intended outcome, such as greater sales, profit, and customer statistician. The promotional techniques are investigated using the AIDAS model. The AIDA model is a model of advertising effect. It expresses the result. The promotional strategies are studied taking AIDAS model into consideration. The AIDA model is an advertising effect model. It

describes the effect of advertising media. The sales process should be sustainably optimized on the basis of this model. It was developed by an American businessman and has been in use since the late 19th century. It has been reviewed and modified multiple times over the years, both in marketing and public relations. The acronym AIDA stands for the terms Attention, Interest, Desire and Action. ATTENTION: Attract the attention of the visitor with an appealing design and intuitive copy. INTEREST: Increase the interest of the visitor by strategically introducing benefits and advantages rather than focusing on self-praise as done in traditional marketing. DESIRE: Create a desire for the goal that you want your visitors to accomplish through well-knit information architecture. ACTION: Include elements that facilitate visitors in completing their intended task and lead your visitors to the conversion funnel.

## **II. LITERATURE REVIEW**

Mahsa, Alireza and Kambiz (2015) have investigated the effects of sales promotion on the buyer decision making process. It was concluded in the paper that the organizations should use effective promotional tools to purposefully plan a promotional strategy with appropriate budget and give preference to more effective tools. Ernani (2016) studied the influence of marketing mix on the AIDA model in the online purchasing products in the country of Indonesia. A primary study was conducted and path analysis method was used to analyse the data using SPSS. It was found in this study that online marketing mix should consider AIDA model in decision making process in purchasing online product. Badhan, Modi&Dodrajka (2018) presented a conceptual paper on the marketing mix of Hyundai

### **RESEARCH GAP**

- This study is not generalized as the data has been collected from the twin cities of Telangana
- Further the data will be collected from entire south India.

### **OBJECTIVES OF THE STUDY**

1. To study the customer's perception about advertisements of Hyundai
2. To analyse the customer perception about promotional offers of Hyundai
3. To identify the most effective promotional offers of Hyundai.
4. To evaluate the effect of promotional offers on purchasing decision of Hyundai customers.

5. To evaluate the factors which affect customers' satisfaction?

**Research questions**

- How AIDA model impact on sales?
- How can Advertisement influence customers by using AIDA model?
- How can we increase customer desire?
- How can we promote our sales using AIDA model?
- evaluate the effect to promotional offers on purchasing decision of Hyundai customers.?

**RESEARCH PROBLEM**

Every promotional technique, whether it's an advertisement, a discount offer, or hoardings, is designed to boost sales and profits to the Organization In order to succeed, you must promote yourself.to the public the advantages of your product or service customers. Marketing and promotional materials that are well-designed Long-term success is ensured by employing techniques that result in greater revenue. Customers are satisfied, and firms are profitable. The goal of the suggested study is to figure out which methods are the most effective. Hyundai promotional offerings and to assess the influence of promotional offers on consumer purchasing decisions Customers of Hyundai.

**SCOPE OF THE STUDY**

				1
Column 1	1			
Column 2	0.646193	1		
Column 3	0.664112	0.758227	1	
Column 4	0.526025	0.516748	0.441051	1
0.853	0.853	0.853	0.853	0.853

Promotion shows impact on the ranking

Marketing and promotional techniques are inextricably linked. Different components of creating, promoting, and selling products to customers are all part of marketing your brand or product. The clientele In order to get your message out, you'll need to promote it. The advantages that your product or service provides to customers Marketing and promotional tactics that are well-designed assure long-term success, attracting additional clients, and ensuring enterprises' profitability In the absence of marketing promotions, Your product or service would not be able to attract the attention it deserves. The preoccupied customers' attention

**RESEARCH METHODOLOGY**

Primary data has been collected with a questionnaire consisting 17close ended questions from the sample size of 81 respondents who are selected through systematic random sampling. The secondary data is collected from websites, journals, and company brochures. The data of the study is analysed using the Percentage Analysis and Chi-Square test of hypothesis. The questions are based on likert type of scale where the continuum of responses is from – Strongly Agree to Strongly Disagree.

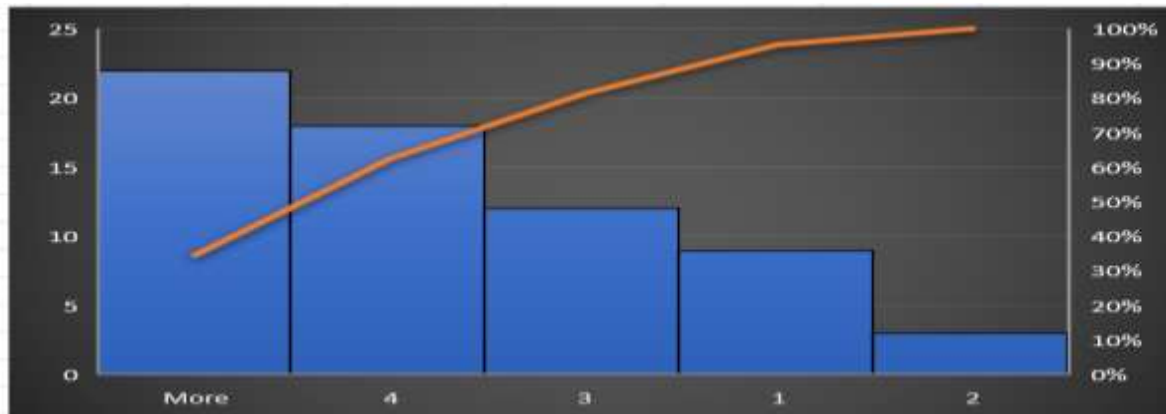
Data Analysis and Observations  
 Correlation for the Data collected:



Summary output of promotion and preference Promotion vs Ranking

SUMMARY OUTPUT								
<b>Regression Statistics</b>								
Multiple R	0.539991							
R Square	0.29159							
Adjusted R Square	0.280164							
Standard Error	1.164755							
Observations	64							
<b>ANOVA</b>								
	df	SS	MS	F	Significance F			
Regression	1	34.62176	34.62176	25.51994	4.12E-06			
Residual	62	84.11262	1.356655					
Total	63	118.7344						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.933151	0.368022	5.252809	1.95E-06	1.197485	2.668817	1.197485	2.668817
X Variable 1	0.465014	0.092051	5.051726	4.12E-06	0.281008	0.649021	0.281008	0.649021

### Promotion vs preference



Promotion of a product doesn't show any impact on preference of the customers

### III. CONCLUSION

According to the survey it is concluded that Hyundai cars are most preferred and advertisements play a vital function in exposing a product and raising awareness about it, and they should be designed in such a way that they encourage buyers to buy it. It's true. Hyundai should concentrate on its review, it was said. To improve the performance of the system, it must go through a procedure. The automobiles' performance and the test drive program are both excellent. In terms of customers, there are two key contributing elements. It is suggested that, based on the data, ad creators should create adverts that are relevant to your target market emotionally and persuade consumers to buy the product. Customers' attitudes toward a brand can be shifted. Hyundai should improve the attractiveness of its promotional offers.

### SCOPE FOR FURTHER RESEARCH

Because the data was only obtained from the geographical area of Hyderabad and Secunderabad, the study cannot be generalised. The study is limited in scope, hence the research is limited. This research is only 5 days in length. Individual reactions could differ.

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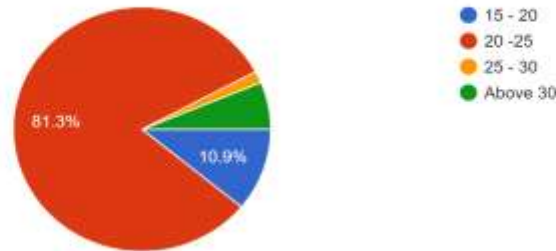
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**ANNEXURES**

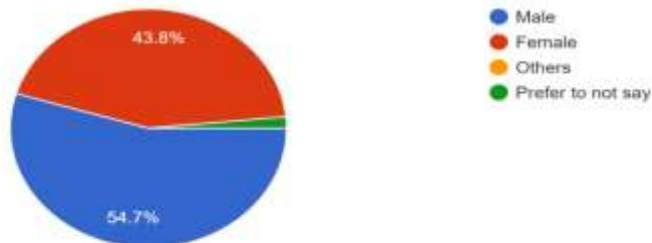
1.

Age  
64 responses



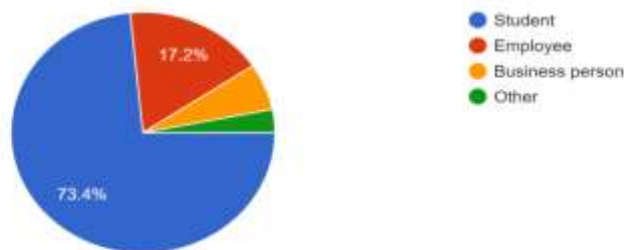
2.

Gender  
64 responses



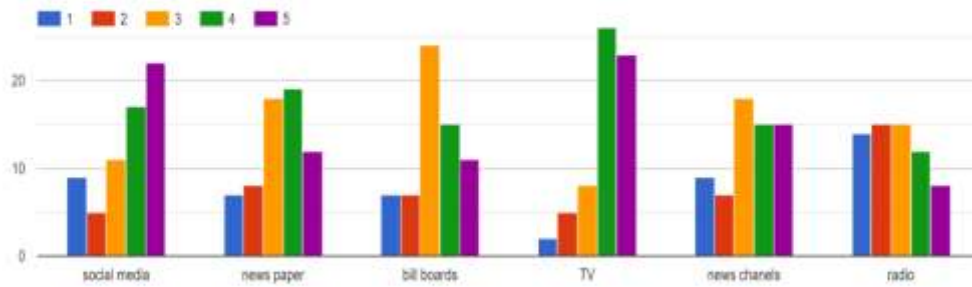
3.

Profession  
64 responses



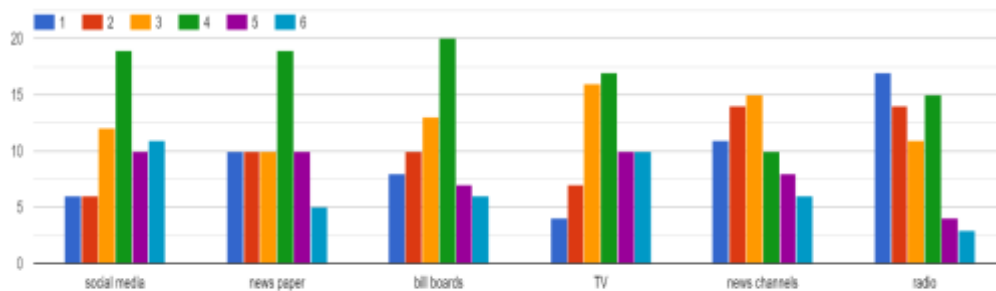
4.

Rate the Advertisements of Hyundai are effective in giving exposure about the product.



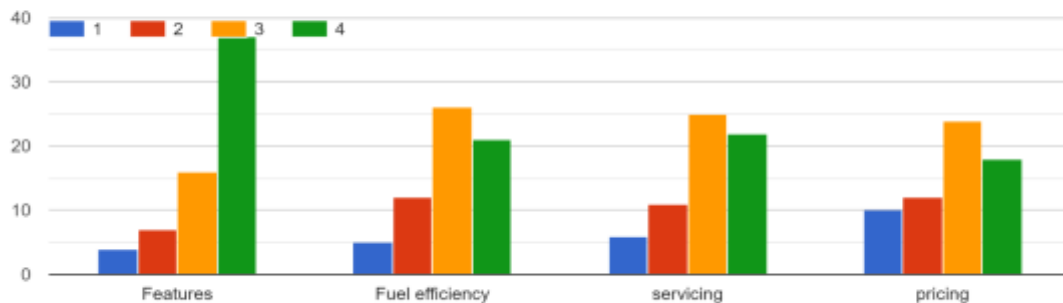
5.

Dose Advertisements of Hyundai, these days creating interest in there new launches through ?

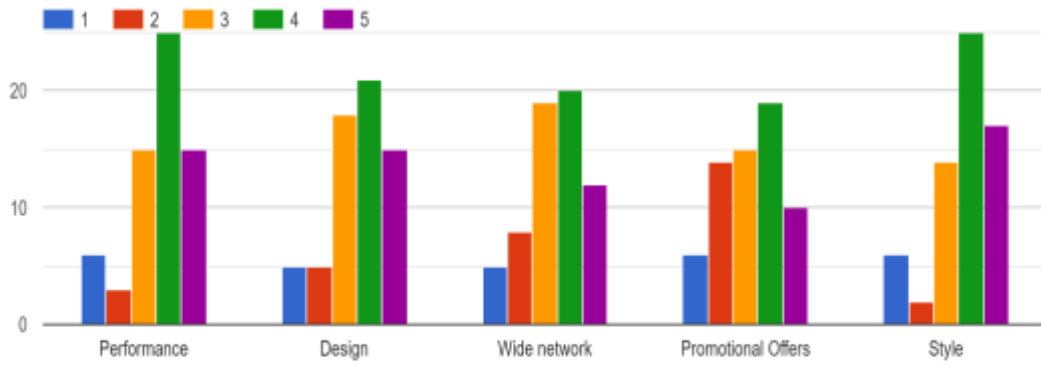


6.

How Hyundai convinced me to repurchase the Hyundai product.

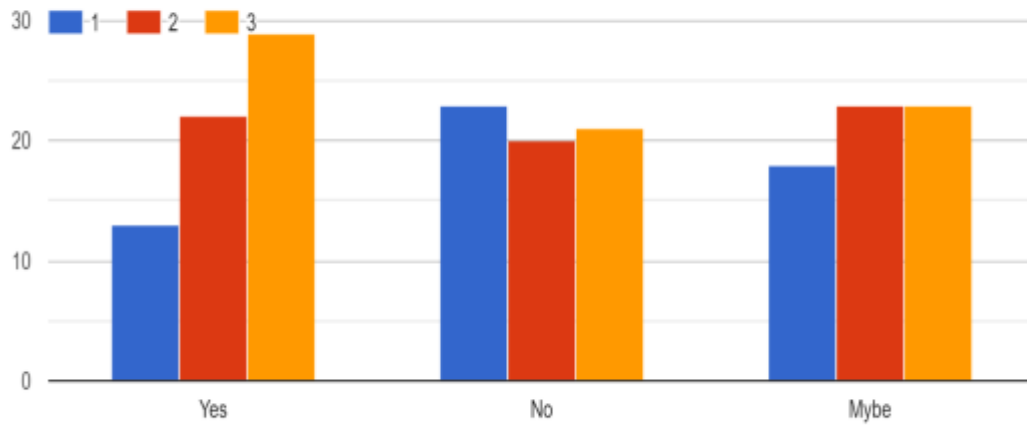


What do you like mostly about Hyundai cars?



7.

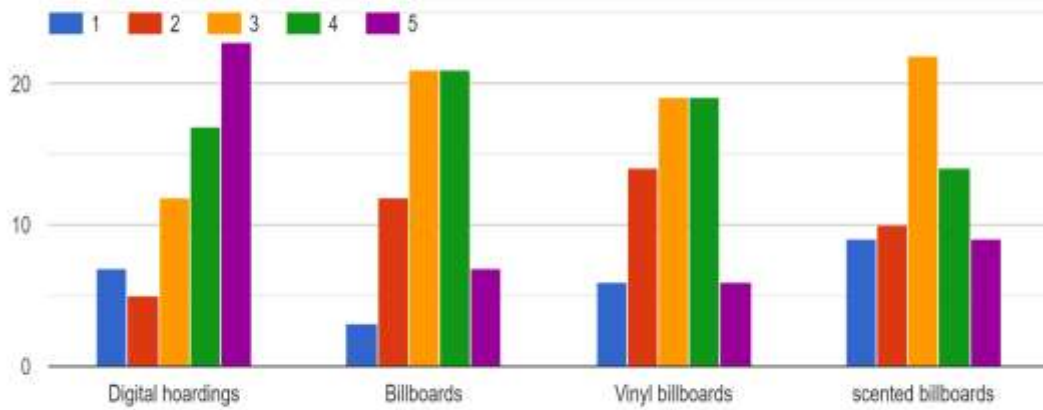
Dose the Promotional offers impressed to buy Hyundai car.



8.

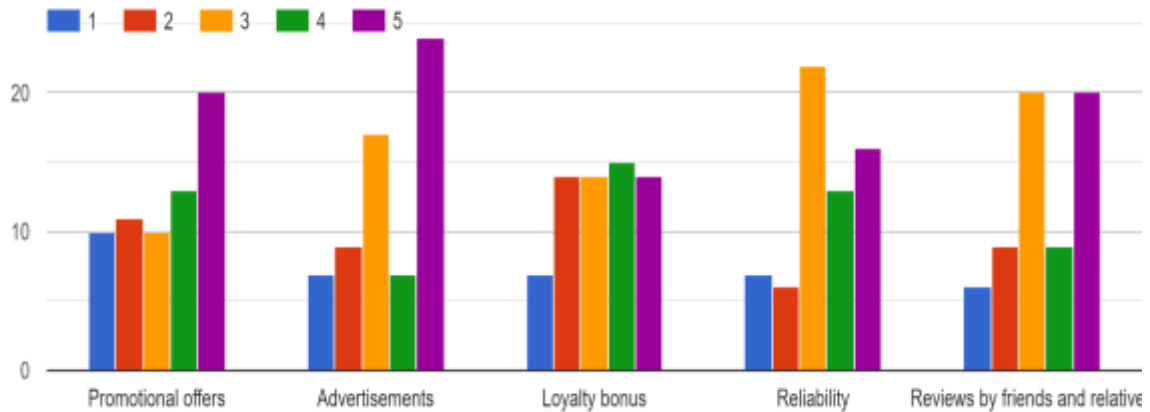


Which Hoardings of Hyundai create interest to their customers



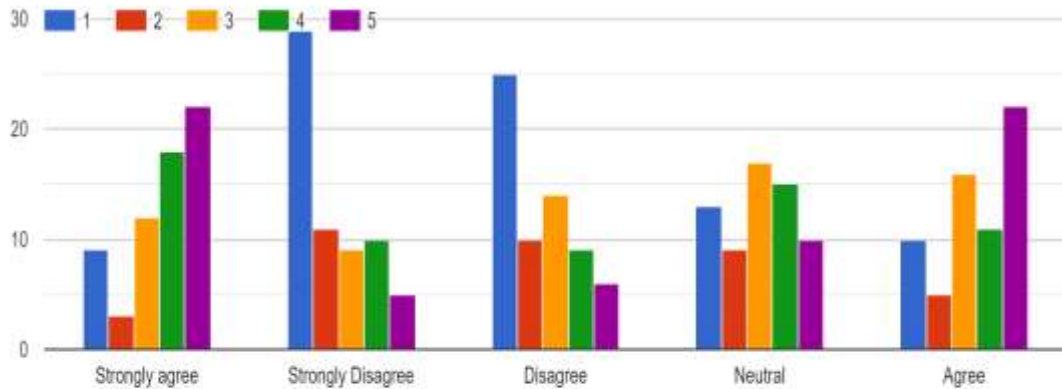
9.

How did you pay attention towards Hyundai ?



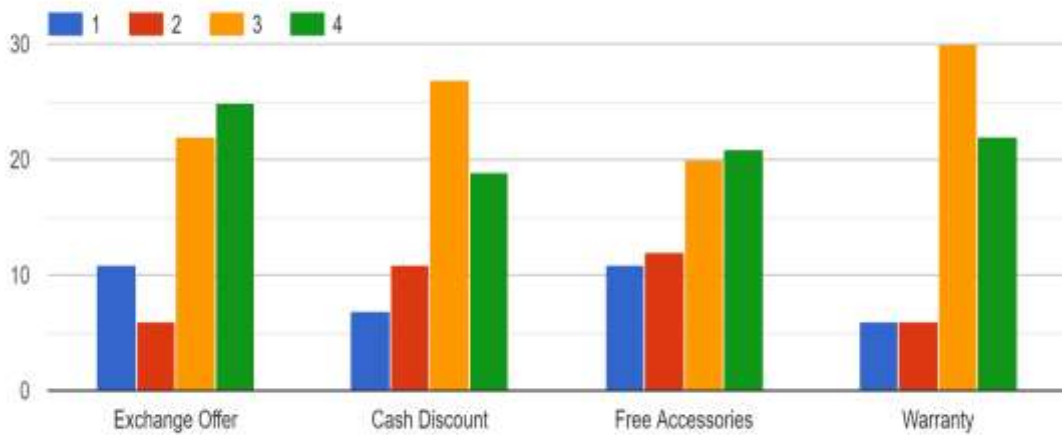
10.

The promotional program of test drive attracted me to purchase Hyundai car



11.

According to your preference rate the promotional offers of Hyundai ?



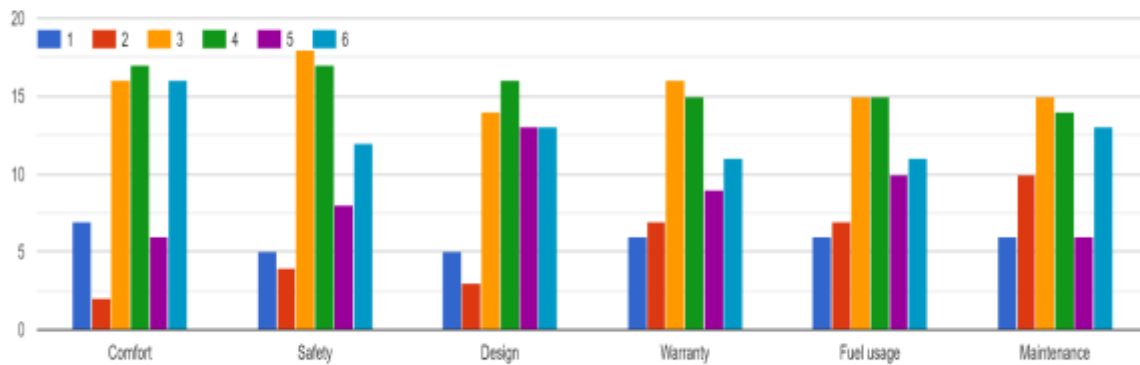
12.

According to your preference rate the promotional offers of Hyundai ?



13.

According to your preference rank the factors below taking satisfaction into consideration



14.