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ABSTRACT

This research report was carried out on topic “ADVERTISING EFFECTIVENESS OF SOFT DRINK COMPANY COCA COLA IN NCR”. The word ‘Advertising’ has its origin from a Latin word ‘Adventure’ which means to turn to. The dictionary meaning of the word is _to announce publicity_ to give public concerned to a specific thing which has been announced by the advertiser publicity in orderto inform and influence them with the ideas which the advertisement carries’. This report is made to know the effect of advertisement on cold drinks, which media is more effective for advertisement of cold drinks. The aspect which can be covered by survey analysis is that the customer gets opportunity to express their individual opinion about liking and disliking of cold drinks and its advertising effectiveness.

The objectives of this report is to know the most effective media of advertisement, to find out the reasons for liking the advertisement of cold drinks, to find out the most popular slogan of advertisement regarding cold drinks.

Descriptive research design is used to conduct the research. Convenient sampling; a non-probability sampling technique has been used as per my resources and time constraints. My sample area was Greater Noida. Sample framework was students and different age-groupprofession. Sample size of my study was 100 respondents and sample unit was individual students or individual person falling in the age group of 20-25 years.

Both primary and secondary data are taken into consideration. Primary data are collected through questionnaire and secondary data are collected through internet, books, magazines and journals.

For analysis and interpretation of the data pie charts have been prepared, each question is analyzed with the help of chart and interpreted accordingly.

While conducting the survey various problems have been occurred like lack of time, lack of financial support.

I. INTRODUCTION

Advertising Effectiveness

The objectives of all business are to make profit and a merchandising concern and that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating the efforts at mass appeal. As personal stimulation of demand for a product/service or a business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stagether that is not paid for by the sponsor.

On the other hand, advertising denotes a specific attempt to popularize a specific product/service or a certain cost. It is a method of publicity. It always intentional open ly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non-personal communication about an organization and its product/services etc. that is transmitted to target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously.

What is advertising?

The word advertising is derived from the Latin word viz. “advertero” “ad” meaning towards and “verto” meeting towards and “verto” meaning. “I turn” literally a specific thing. Simply stated advertising is the art “says green.” Advertising is a general term
fоrmаlsоf publicity, from the cry of the street boy selling newspaper to the mostcelebrateattentionattractdevice. The objectalwys is going to bring to bring publicnotice somemarticles or service, to create a demand to stimulate buying and in general bring together the man with something to sell and the man who has means or desires to buy”.

Advertising has been defined by different experts. Some of the quoted definitions are:

American marketing association has defined advertising as “a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience” (Wells, Burnett & Moriarty, 2003). Among the other functions of advertising highlighted in this definition, the most important is the persuasion which is the consequence of the rest of the functions. An advertisement should have the potential to differentiate a product or service from others and produce a desired persuasive effect (Jeong, 2004).

If an advertisement does not produce the required impact, it can be assumed as ineffective and such the substantial amount of money that companies spend on advertising their product goes to waste. On the other hand, advertisements producing favorable impact can multiply the effectiveness of advertising expenditures. Hence, it implies that advertising plays a very crucial role in the effective functioning of an organization. Streams of Research on Advertising: Effectiveness to assess the effectiveness of advertisements, there have been two streams of research (Jeong, 2004).

II. LITERATURE REVIEW

The term—advertising is defined as a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. Among the other functions of advertising highlighted in this definition, the most important is the persuasion which is the consequence of the rest of the functions. An advertisement should have the potential to differentiate a product or service from others and produce a desired persuasive effect (Jeong, 2004).

Data Collection Methods:

Primary Sources: Primary data has been collected directly from sample respondents through questionnaires and with the help of interviews and surveys.

Secondary Sources: Secondary data has been collected from standard textbooks, newspapers, magazines, and company annual reports.

IV. FINDINGS

After going through the entire project and the collected data, I found that:

• The 84% of the respondents said that TV is the most effective media of advertisement.

• The 60% of the respondents said that they like the advertisement of cold drinks because of its theme whereas, 14% said that they like celebrities in advertisement.

• Majority of respondents are of the view that advertisement is very necessary for cold drink.

• Majority of respondents sees the advertisement of the cold drink they like most.

• Majority of respondents like cola flavor of cold drink.
• Equal number of respondents likes the brand of Coca-Cola and Pepsi.

VI. SUGGESTIONS
Somesuggestions:
1. Mediashould be selected according to the choice of customers.
2. In rural areas mediashould be according to the choice of the people.
3. To give more attention in making the advertisementtomake it effective for the sale of cold drink.
4. Priceshould be decreasedso asto attract the consumers to use product more.
5. To give attention on the print media of advertisementso that the consumers come to know about the product.
6. It should be attractive so that people are attracted toward the advertisement.

VI. CONCLUSION
Conclusion of the project report is that majority of the respondents said that TV is the most effective media for advertisement of cold drinks and they preferred to purchase that cold drink brand which celebrity endorses. Followings are the conclusion of this study—

1. Majority of the respondents said that TV is the most effective media for advertisement.
2. Media advertisement helps in increasing the awareness and sells of company.
3. It helps in making purchasing decision of consumer.
4. It helps in to find out the most popularslogan of advertisement.