Impact of Advertising on Consumer Awareness and Response towards Premium Range of Mobile Phones

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Abstract: Advertisements are being used from many years to promote the products. The various advertising techniques are used by the organizations for promoting and creating the product awareness like T.V., Radio, Print media, Celebrity Endorsement, Digital Marketing by Social Media i.e. Facebook, Instagram, Youtube, etc. This research will be conducted on the 200 young people, who uses different brands of mobile phones, to check the impact of advertising on consumer awareness and response towards premium range mobile phones in Nagpur market.

Keywords: Advertising, Consumer Behaviour, Digital Marketing, Social Media.

I. INTRODUCTION
A mobile phone is a portable telephone that can receive and make calls on a radio frequency links. Smart phones are the mobile phones that performs various functions of a computer typically having an internet access, touchscreen interface and operating system for running downloaded apps. Smart phones have provided many functions like internet browsing and multimedia functionality like cameras, music, video and gaming with the core functions of voice calls and text messaging. According to American Marketing Association, Marketing is the activity, set of institution, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Advertising comes under the Promotion Mix which is one of the 4P’s in Marketing Mix i.e. Product, Price, Place and Promotion. In the mind of potential consumer to take eventual purchase decision, advertising, as a promotional strategy serves as a major tool in creating product awareness. In all advertising medium television is one of the influential medium of advertising due to its mass reach.

II. OBJECTIVES
1. To study different types of Advertising mediums used by cell phone companies.
2. To study the impact of advertising to increase footfall.
3. To study how advertising affects consumer response.

III. RESEARCH METHODOLOGY
The study is based on the Primary Data and in the Research Quantitative Approach has been used. The Primary Data was collected through Structured Questionnaire for which sample of 200 respondents were selected from Nagpur city premise. The research was based on Simple Random Sampling Method and the study is Analytical in nature. The data gathered is from the authenticated source and were put in the SPSS to analyze the various factors.

IV. LITERATURE REVIEW
Numan Arif Dar et al (2014) investigated the perception of the value of advertising on Facebook and television in University of Gujarat, among both male and female students. The research was done on primary data on questionnaire among the 300 students of the 6 major department of University of Gujarat. In this study, structural equation modeling was used. By the findings it can be concluded that Daccoff’s advertisement value was not appropriate for both Facebook and television. Irritation and entertainment have direct impact.

Rashid Saeed and group (2013) researched that the dimension of Internet advertisement on consumer attitude. Data collection was done on primary source i.e. questionnaire. Research sample size was 150
and respondents were chosen through convenience sample. The techniques used were correlation and regression for analyzing the data. Affective, cognitive and behavioral attitude were dependent variables and utility, trust, advertising, price and perception were the independent variables. The study showed that, there is significant and positive relationship among the consumer advertising and attitude utility.

Krishnan and Jain (2006) researched that for introducing a new product in the market, organization uses an advertising tools effectively to accelerate initial sales. This conclusion is constant with the common observation in market such as those for digital cameras, cars, cell phones. Advertising represents the large component of organization’s cost. Major of our analysis focused on the impact of advertising on the product. Brand advertising is used as a proxy for presence of the organization in the market to approximate initial awareness of a product. However we also abstract from the determinants of this initial awareness.

V. DATA COLLECTION AND INTERPRETATION

![Gender Distribution](Fig. a)

![Income Distribution](Fig. b)

![Age Distribution](Fig. c)

Q.1) Are you a user of premium range mobile phones?

![User Distribution](Figure 1)

Findings: Fig.1 Shows, out of 200 respondents, 169 respondents i.e. 84% are the users of premium range mobile phones and 31 respondents i.e. 16% are not.
Findings: Fig. 2 shows, out of 200 respondents, 82 respondents will like to pay below 15K Rs for smart phone, 68 will like to spend Rs 15k to 30K for smart phones, 36 respondents will prefer smart phone of Rs 30K to 45K and remaining 14 respondents will like to pay more than 45K for smart phones.

Findings: Fig. 3 shows, there are various sources by which we can collect the information about smart phones, out of 200 respondents, highest 79 respondents mostly collects the information about smart phones by e-commerce sites like, Amazon, Flipkart, etc.

Findings: Fig. 4 shows, according to you, which is the best smart phone of 2018 with respect to price and features?
Findings: Fig. 4 shows, Out of 200 of respondents, 66 respondents said that according to them OnePlus 6T is the best premium range smart phone of 2018 with respect to price and features. Therefore we consider only OnePlus 6T mobile phone for further research.

**Figure 5**

Findings: Fig. 5 shows, out of 66 respondents, maximum respondents i.e. 24 got to know about OnePlus 6T through Television, 16 through YouTube, 13 through E-Commerce sites, 7 through Hoarding and 6 by other sources.

**Figure 6**

Findings: Fig. 6 shows, out of 66 respondents, 23 respondents collected the information from E-commerce, 15 from Television, 12 from YouTube, 10 from Newspapers and 6 from other sources.

**Figure 7**

Findings: Fig 7 shows, out of 66 respondents, 40 respondents got attracted to Advertisement due to Special Features shown by the company, 12 by Picturization, 10 by Celebrity Appearance and 4 by the Other Sources.
Finding: Fig. 8 shows, out of 66 respondents, 37 respondents agreed that advertisement of OnePlus 6T is successful in conveying the complete information about the smart phone. 17 disagree, 9 strongly agree and 3 strongly disagree.

Finding: Fig. 9 shows, out of 66 respondents, 39 respondents Agree that the Advertisement create the inquisitiveness in them, to purchase the phone, 18 strongly agree, 9 Disagree and no body Strongly Disagreed.

VI. CONCLUSION
As per the findings, it can be concluded that OnePlus 6T is the best Premium range smart phone with respect to Price and Features of 2018. Most of the respondents generally use E-commerce websites i.e. Amazon, Flipkart, Snapdeal, etc to collect the information. It can also be concluded that most of the respondents were aware about OnePlus 6T through Television and out of them most of the respondents collected the information about OnePlus 6T using E-commerce websites. Maximum of the respondents attracted towards the advertisement because of some special features of OnePlus 6T shown by the company very effectively. 56.06 % of respondents agreed that the advertisement was successful in conveying the complete information about OnePlus 6T. According to 59.09 % of respondents advertisement created the inquisitiveness in them to purchase the OnePlus 6T smart phone.

Suggestions
Effective and innovative advertising techniques plays an important role in creating consumer awareness in promoting new launched smart phones. According to the research it is concluded that use of internet i.e. E-commerce sites like Amazon, Flipkart, Snapdeal, etc and Social media is more beneficial than the traditional way of promoting the products like by Newspaper, magazines and television. Therefore companies have to pay more concentration and focus on these modern techniques like Social Media and E-commerce sites rather than traditional methods of advertising like print media.
References


