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A Study on the Advertisement Effectiveness of Condoms, With Reference to Trivandrum, Kerala, India

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ABSTRACT

Customer it is very important for any business and it is very necessary that its target customer must be well-aware of the products. Hence the business should be marketed properly. For this advertising plays a very important role. This article enables to find out whether the advertisement shown through various media is effective or not within the people of various education qualification. This also helps to find out the effectiveness of the social responsibility of the dealer in creating public awareness among different educationally qualified people. The survey was conducted among 150 respondents across the two big tourist spot that is in Kovalam and East Fort in Trivandrum, Kerala. The response is then analysed to find out some surprising result which is discussed in this article.

KEYWORDS : Advertisement, customers, condoms, effectiveness.

Introduction

According to Sheth (1973), this paper examines three different aspects of effectiveness of advertising communication. First, how does a specific advertising communication get distorted in the consumer's mind? Second, how does advertising influence the consumer choice process? Two mechanisms called persuasion and reinforcement are discussed and the underlying processes of influence and tactics are explored. Third, how does advertising influence consumption behaviour? Two mechanisms called reminder and precipitation are discussed and the underlying processes and tactics are explored.

The first aspect of advertising effectiveness is the question of cognitive distortion which entails in any communication process. The second aspect of advertising effectiveness is related to measuring its influence on the choice processes of consumers. The third distinct aspect of advertising effectiveness is the question of the role of advertising in increasing consumption behaviour of consumers. The focus here is not on the choice process given numerous alternatives such as brands or types of products and services but on the process by which people become consumers or enhance their level of consumption of a specific product or service.

Two major means are open to accomplish this: qualitative research (Achenbaum, 1993) and second increasing competition among agencies for scarcer business (O'Donoghue, 1994) saddles agency recearchers with frequent new business pitches.

Although several effects may be tested in one study, each is usually considered separately, and no summary statement across measures is expected. Although a few academic studies have looked at interrelationships among effects (e.g., Okechuku & Wang, 1988: Stewart & Furse, 1984-1985: Stewart & Koslow, 1989), they have been the exception rather than the rule.

Korgaonkar, Moschis and Bellinger (1984) asked a large sample of advertising agency executives to describe the most and least successful campaigns in their experience. They concluded that the most and least successful campaigns "are based on market research findings: they are backed with adequate financial and managerial resources, they are based on careful media planning: and, they are likely to use messages that are perceived to be creative and unique.

The final difference between the long-term and short-term views of advertising effectiveness is the target audience. Some authors have recently written about the importance of focusing just on current prospects in assessing short-term measures of advertising effectiveness (Swenson, 1994: Wells & Swenson, 1994). They argue that including nonprospects in a sample creates error in estimating effectiveness because nonprospects are unlikely to respond to advertising in the same way as prospects do (Wright-Isak, Faber & Horner, 2014).

Objectives of the study

1. To study the effect of advertisement on the consumers with different education qualification.
2. To analyse the influence of sales person among the consumers of different education qualification.
3. To find out the effective advertisement media for its advertisement.

Hypothesis

Ho1: "there exists no significant difference between the education qualification and the effectiveness of the advertisement"

Ha1: "there exists a significant difference between the education qualification and the effectiveness of the advertisement"

Ho2: "there exists no significant difference between the education qualification and the influence of sales person"

Ha2: "there exists a significant difference between the education qualification and the influence of sales person"

Research Design

This study is a descriptive study. It is a fact finding study which would aid in managerial decision making.

Sample Design

1. Population: According to the reports of Census (2011) India, population of Trivandrum in 2011 is 3,307,284.
2. Sampling unit: The population is taken only the male population of the city.
3. Sampling size: The samples taken for this study purpose is 150.
4. Sampling plan: Data from all the samples were collected by personal, and by distributing the questionnaire among the dealers in various parts of Kovalam and East Fort, according to the convenience of the researcher.
5. Sampling Technique: Convenient Sampling

Result Analysis

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.195	2	2.097	12.105	.000
Within Groups	25.472	147	.173		
Total	29.667	149			

Table 1: One-Way ANOVA between the education qualification and the advertisement effectiveness

The significant value obtained by One-way ANOVA is 0.000 which is less than 0.05. Hence Null hypothesis (Ho1) is not accepted and the

Alternate Hypothesis (Ha1) is accepted. That is, there is a significant difference between the education qualification and the advertisement effectiveness.

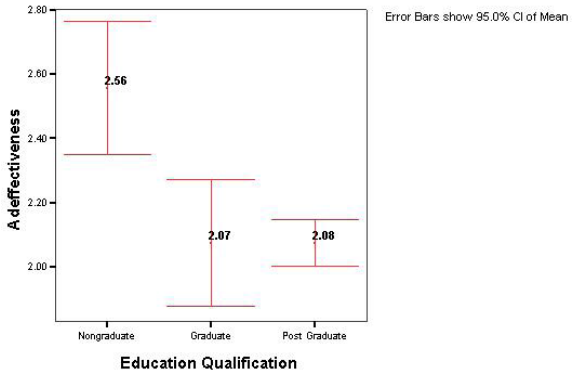


Figure 1: Shows the error between the Advertisement effectiveness and the education qualification

The confidence level of the graduate and the post-graduate are not different from each other because the 95% confidence interval of one mean includes the other. But the mean of the non-graduate does not at all include the mean of the rest of the two groups at 95% confidence interval. Hence we can conclude that the Non-graduate group is causing the difference.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.776	2	.888	1.127	.327
Within Groups	115.798	147	.788		
Total	117.573	149			

Table 2: One-Way ANOVA between the education qualification and the influence of sales person

The significant value obtained is 0.327 which is greater than 0.05. Hence Null Hypothesis (Ho2) is accepted and the Alternate Hypothesis (Ha2) is not accepted i.e. there is no significant difference between the education qualification and the influence caused by the dealer.

The best media for the advertisement of a condom

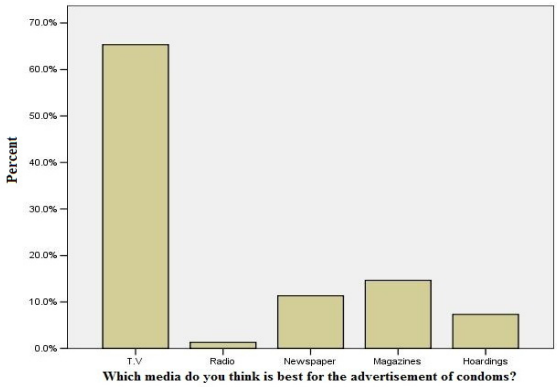


Figure 1: Shows the graph between the percentage of the population and the best advertisement media chosen

Considering the responses from the whole sample size this was the following result. According to the study, 65% of the total sample population finds T.V as the best media for the advertising of Moods. Near about 15% of the sample population prefers as Magazine as the second best media. Newspaper and hoarding comes to the third and fourth place respectively.

Findings

We find that the education qualification creates a big difference when it comes to the effectiveness of the advertisement. Here we can also find that the non-graduate group of respondents are creating the big fuzz who comes under the age group of 18-25 years, are actually the major consumers. Television is still the best means to advertise the brands followed by magazines. 65% of the respondents said that television is their favourite means to watch advertisement.

Conclusion

This implies that the manufacturers need to put more effort in order to promote their brand through television as well as magazines as we saw that the consumers are more exposed to this two means of advertisement. Focus should be given more on the people who are between the age-group of 18-25 years non-graduate males as they are more prone to get influenced by the advertisements. Manufacturers can also tell the consumers about the various variants of the products they are manufacturing. The manufacturers should follow a Focussed Advertising Strategy which means to influence a group of highly targeted customer by understanding their psychology. This can bring two advantages: 1) the products can be projected as a high quality product, and, 2) the product's name and awareness regarding advantages of the use will spread just by word-of-mouth as the socialization among the peer-group i.e. the tendency for friends to influence similar attributes in each other over time. As peer groups have been found to be more homogeneous than the people of different age-group as a whole on reported frequency of smoking, drinking, drug use and dating (Cohen, 1977: Ennett & Bauman, 1994; Urberg, Degirmencioglu & Pilgrim 1997).

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