

**IMPACT OF MEDIA ADVERTISEMENT ON CONSUMER
BEHAVIOUR**

PROJECT REPORT

Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

AHAMMED RAMEEZ BAVA (Reg. No.170021063414)

St. Paul's college, Kalamassery

Under the guidance of

Dr. ASHA E. THOMAS

Assistant Professor



DEPARTMENT OF COMMERCE

ST. PAUL'S COLLEGE, KALAMASSERY

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DECLARATION

I **AHAMMED RAMEEZ BAVA (Reg. No. 170021063414)** hereby declare that the project report entitled “**IMPACT OF MEDIA ADVERTISEMENT ON CONSUMER BEHAVIOUR**” is a bonafide work done by me under the guidance and supervision of spacing **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

I also declare that this work has not been submitted by me fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or a board

Place: Kalamassery

AHAMMED RAMEEZ BAVA

Date:

(Reg. No. 170021063414)

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I **AISHWARYA .M (Reg. No. 170021063415)** hereby declare that the project report entitled “**IMPACT OF MEDIA ADVERTISEMENT ON CONSUMER BEHAVIOUR**” is a bonafide work done by me under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Place: Kalamassery

AISHWARYA .M

Date:

(Reg.No. 170021063415)

DECLARATION

I **AISWARYA VINOD (Reg. No. 170021063416)** hereby declare that the project report entitled “**IMPACT OF MEDIA ADVERTISEMENT ON CONSUMER BEHAVIOUR**” is a bonafide work done by me under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Place: Kalamassery

AISWARYA VINOD

Date:

(Reg. No. 170021063416)

DECLARATION

We **AHAMMED RAMEEZ BAVA (Reg. No. 170021063414), AISHWARYA .M (Reg No. 170021063415) and AISWARYA VINOD (Reg No. 170021063416)** hereby declare that the project report entitled **“IMPACT OF MEDIA ADVERTISEMENT ON CONSUMER BEHAVIOUR”** is a bonafide work done by us under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Place: Kalamassery

AHAMMED RAMEEZBAVA(Reg. No. 170021063414)

Date:

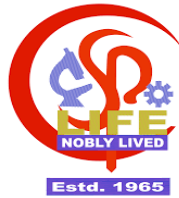
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Kalamassery – 683503, Kerala, India



CERTIFICATE

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Counter Signed by

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Guest Lecturer

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Mrs. Teresa Stephen

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ACKNOWLEDGEMENT

I am extremely grateful to God Almighty for being with us to execute this declaration work.

I take this opportunity to express our sincere gratitude to our Principal Dr. Sobhana Michael for her encouragement and support during the course of our study.

I further express our sincere thanks to Ms. Teresa Stephen, Head of the Department, Department of Commerce, St. Paul's College, Kalamassery for her direct and indirect assistance for the successful conduction of this work.

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AISHWARYA .M

AISWARYA VINOD

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Major tool utilized by the vendor to stimulate client demand and services is advertisement. So as to understand the impact of advertisement on consumers buying, its necessary to recognize the what it self-regarding advertisement, goal and purpose. Advertisement is hymenopter paid kind of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Advertisement is a program or series of activities necessary to arrange the market. Another purpose is that the general public power is behind the advertising as a result of the sponsor is openly identified in the advertisement and additionally payment is formed by the sponsor to consider, differentiate advertising info and message. The advertising agencies occupy itself with making messages to suit the potential consumers considered as a channel while the output as his decision to buy or not. The main goals of advertising are to communicate ideas or promote goods and services, its major objectives is to facilitate the work of the salesman by stimulating demand.

Advertising is generally accepted as a necessary service to the industry and the public. Its effectiveness depends largely on the audience; it is the way audience perceives the knowledge, which is very important. Avoid this spacing

The advertiser here has to consider the usefulness of the goods and services to his audience and allow them to select what will satisfy them. Advertising as an established factor in marketing mix help in marketing and non-marketing among which includes the announcement of product, or services to expand the market to new buyer to announce a modification on a product incite inquiries test a medium, educate customers, recruit new staffs, retrieve lost sales, and attract investors to make a special offer. Advertisement is carried out through magazines, newspaper, radio and television and outdoor displays (posters), direct mail, directories etc. Whatever form of advertising the basic principles is to deliver the right audience at the right time and at the lowest possible cost, and to achieve positive result.

Today advertising is constructed to make a favorable impact on the behaviors of consumers to patronize organizations offerings. Most people use the advertising at same time, either privately or in business. In addition, most people respond to advertisements and so enjoy the choices available to them in every sphere of life. Advertising can be classified into the following, persuasive, this is also known as “hard sell” advertising. It is the most obvious kind which surrounded us in our daily activities, urging us to buy all manner of products or services.

1.1 STATEMENT OF THE PROBLEM

The major aim of advertising is to create positive attitude towards the advertisement and the brand until consumer purchases that product and through this positive attitude creates emotional response in the mind of consumer. Advertising helps to reach to the potential customers and create impact on their buying behaviour. It is however not clear on which network should be used to create maximum impact of advertising.

Telecommunication networks buy slots or airtime on the radio, television, newspaper, and other media for the purpose of advertising their products, with the hope of yielding expected returns in the volume of sales of the company. There is a lot of debate as to whether the intensive use of advertising actually aid in convincing consumers to use one telecommunication network over the other. So this study was conducted to find the impact of media advertisement on consumer behavior in special reference to telecom industry.

1.2 OBJECTIVES

1. To study the effectiveness of media advertisements on consumer behaviour with special reference to the telecom industry
2. To analyse the response of customers towards the advertisements in the telecom industry
3. To find the most preferred form of medium of advertisement in the telecom industry.

1.3. RESEARCH METHODOLOGY

1.3.1 RESEARCH DESIGN:

The research design is descriptive in nature. The data for the study includes both primary and secondary. Primary data was collected using structured questionnaire. The sources of secondary data were primarily the internet, journals, newspaper, annual report, database available in the library, catalogue and presentations.

1.3.2 METHOD OF STUDY

1.3.2.1 SAMPLE:

Sample size was 300 in number. Convenience sampling method was used for the study.

1.3.2.2 TOOLS FOR COLLECTION:

Structured questionnaire was used as a tool for collecting data.

1.3.2.3 TOOLS USED FOR DATA ANALYSIS:

Statistical tools like percentage method and arithmetic mean were used for data analysis.

1.4 SCOPE OF THE STUDY

The study examines the impact of media advertising on consumer buying behaviours. The conclusions drawn from the study are based on the response given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of consumers on advertisement and its impact on changing the buying behaviour of consumers. Data was collected from 300 respondents by distributing structured questionnaires.

1.5 LIMITATIONS OF THE STUDY

- Respondents were reluctant to share their experience accurately which may have affected the results of the study.
- The answers of the respondents, was mainly from their memory, which may not be accurate.

1.6 CHAPTERISATION SCHEME

CHAPTER NO:	TITLE
1	INTRODUCTION
2	REVIEW OF LITERATURE
3	THEORETICAL FRAMEWORK
4	DATA ANALYSIS AND INTERPRETATION
5	FINDINGS, CONCLUSIONS AND SUGGESTIONS

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

An attempt has been created by the researchers to review the literature regarding the subject to draw a deeper insight into the construct. A review of connected literature would facilitate the scientist in understanding the contributions created by others and in making a link to the chosen topic. This has helped the researchers to spot the contributions and therefore the research gap that expedited in coming up with the framework of the study and inside the formulation of the form. Within the present era, marketers square measure that focuses on client rule that client is their initial preference. To stay deep eye on customers the first responsibility to the organization is to grasp the data regarding the purchasers. Throughout success full in fulfilling the requirements and

TV advertising may even be a very effective tool of human action message to its audience as a result of it's ability to mix visual and audio communication and therefore this makes advertisements is also an important medium to create individuals conscious of any product. There square measure completely different product that the ladies shoppers used, in this the FMCG product they choose once obtaining info regarding those specific product. This paper presents the results of a study designed to ascertain the impact of TV advertising and on ladies consumers' shopping for behavior. not like previous studies, however, the results of such communication processes on women's square measure evaluated inside the context of social unit deciding however throughout this analysis paper the aim is to review on varied factors that influenced on shopping for behaviour, their satisfaction with advertising ways in FMCG product, their monthly expenditure etc. the first knowledge has been collected from thirty respondents from Chandrapour town. Structured questionnaires square measure framed contained 10 queries that has been asked to women customers. The secondary data has collected from books, websites, television, articles, etc. Finally some finding, limitations, conclusions and suggestion has been written throughout this paper. Though the various media unfold awareness but television advertising plays an important role in buying behaviour of ladies customers. (GeetaSonkusare ,2013)

Latif and Abideen(2011):-

They studied media advertising's influence on audiences, television is one of the strongest medium of advertising and due to its mass reach and it can influence not only the individual attitude behavior lifestyle, exposure and in the long run even the culture of the country

Usman david (2011):-

He studied the impact of youth. the study analyzed the parameters such as habits, attitude, tastes, moral standards and found that tv advertisement is changing the life style of both male and female.

Shalom levy(2010):-

Explored current attitude towards interactive television and examined their effect on tv viewer interactive behavior after exposure to tv advertising. The findings of this study confirmed the effect of attitude towards tv advertising on consumers interactive information seeking behavior. Their purchase intention depends upon their involvement with a specific product.

Chapter 3
INDUSTRIAL PROFILE

INDUSTRIAL PROFILE

Telecommunication is the exchange of information between the communication parties with the help of the technology .It is also known as the telecom. The telecommunication sector makes the communication possible through the phone/internet, through wireless communication/wired communication, through the airwaves/cables.

3.1 HISTORY OF TELECOMMUNICATION:

The word telecommunication comes from the greek prefix 'tele' which means distant, combined with the latin word 'communicare' which means to share. Important telecommunication technologies include the telegraph, telephone, radio, television, video telephony, satellite, closed computer networks and the public internet.

The industry began in the 1830s with the invention of telegraph. In olden days the wired communications are used but now wired communication is replaced with the wireless communication .It shorted the time span of sending the messages from the days to hours and the modern mobile technology also shorted the time span from the hours to seconds.

3.2 SECTORS IN TELECOMMUNICATION INDUSTRY:

Broadly telecommunication industry can be classified in 2 sectors they are equipment sector and the service sector.

3.2.1 EQUIPMENT SECTOR:

Equipment sector manufacture products that are used by the consumers and telecommunication companies. Telecommunication companies use the product as input to

create, maintain and deliver the services. It provides the satellite and broadcast network equipment, wireless communication and wired communication equipment etc.

3.2.2 SERVICE SECTOR:

It provides services to end users, intermediates and broadband service providers. Service sector can be divided in to the following categories

3.2.2.1 WIRED SERVICES:

Wired services is also known as the wire line services. In telecommunication largest sector are the wired communication. It mainly connect the customer and the telecommunication companies. While voice used to be the main the type of data transmitted through wires but now includes all types of graphic, video, and electronic data are mainly over the internet.

3.2.2.2 WIRELESS SERVICES:

The wireless services such as mobile phone, paging, satellite, broadband communication. It is access through the transmission of signal over network of radio towers. The signal is transmitted through antenna in to the wire line network.

3.2.2.3 INTERNET SERVICES:

It offers wired communication, wireless communication and broadband internet services, some internet services also provide extra services like web hosting or web page designing.

3.2.2.4 RESELLERS:

Resellers of telecommunication services are one of the sector of telecommunication services. It leases the transmission facilities and resells the services to another customer. It includes the message communication such as emails.

3.2.2.5 TABLE AND PROGRAM DISTRIBUTION:

Table and program distribution provide the television and other services on a subscription or a fee basis. This establishment does not include the cable networks.

3.2.2.6 OTHER BROADBAND SERVICES:

These include the Internet Protocol Television (IPTV), Voice Over Internet Protocol (VOIP), and Protocol Virtual Private Network (IP VPN or VPN).

3.3 USES OF TELECOMMUNICATION:

The advancement in technology like the growth of internet, computers, and wireless telephones are not only affected the way of communication of the individuals but also improved the way of communication. In business to achieve the goal of success they should reliable and timely communication. The entire business setup constitutes computers, video conference, tele conference software etc.

All those tools are used by the small enterprises to attain the communication needs. Today the telecommunication is possible from any part of the world therefore the value derived from this is greater than any would think.

3.3.1 USES:

3.3.1.1 INFORMATION TRANSMISSION:

The telecommunication provide the communication possible through the medias like telephone, video conference etc. Thus it make possible to share the information more timely. This increases or help to increase the success of the company

3.3.1.2 CUSTOMER SUPPORT:

It help to increase the relationship between the consumers. Consumers can call any time to make inquiry about doubts and make clarifications thus it helps to strengthen the relationship between the companies and the consumer.

3.3.1.3 BUSINESS REPORTING:

The business report is the very important for a business. If there are many branches it should share with the branches also therefore the video conference is possible to share the reports in up to date and discuss it.

3.3.1.4 MARKETING AND ADVERTISING:

Today a business can advertise about the product through telecommunication is

possible, telephones social medias are mainly used in now a days for marketing. It increase the sales of the products .

The major benefits of a modern telecommunication system are the following:

cost saving
time saving
improves the team unity
increase the flexibility

3.4 TECHNOLOGY OF A TELECOMMUNICATION SYSTEM:

The telecommunication system includes a transmitter to take information and convert it in to a signal, the transmission medium carry the signal and a receiver to take the signal and convert it back to the usable information. This applies to any communication system whether it uses computer or not.

The modern telecommunication system is described in terms of a network. The following are the six basic components of a telecommunication network

3.4.1. INPUT AND OUTPUT DEVICE

Input and output devices are also referred as the terminals.

3.4.2. TELECOMMUNICATION CHANNELS

Which transmit data and receive data ,this include the various type of cables

3.4.3. TELECOMMUNICATION PROCESSORS

This converts the data from analog to digital and in back digital to analog

3.4.4. CONTROL SOFTWARE

It is controlling the functions in the networks.

3.4.5. MESSAGES

Messages represent the actual data that being transmitted, in case of telephone messages would be audio as well as the data.

3.4.6. PROTOCOL

It specify how each type of telecommunication system handle the messages.

3.5 OUT LOOK:

The increase in demand of the telecommunication services, also increases the demand for the technically skilled persons for the employment job opportunities in the telecommunication sector.

3.6.MAJOR PLAYERS IN TELECOMMUNICATION INDUSTRY

3.6.1 MAJOR OPERATORS:

RANK	OPERATOR
1	JIO
2	VODAFONE IDEA
3	AIRTEL
4	BSNL

REFERENCE:-What is telecommunication and uses of telecommunication (28 march 2020)

Chapter 4
ANALYSIS AND INTERPRETATION

DEMOGRAPHICAL PROFILE OF RESPONDENTS:

GENDER	FREQUENCY	PERCENT
Male	187	62.3
female	113	37.7
TOTAL	300	100
AGE	FREQUENCY	PERCENT
15-25	198	66
26-35	74	24.7
36-45	20	6.7
Above 45	8	2.6
TOTAL	100	100

Source: primary data

4.1 Table

INTERPRETATION:

Gender:

The demographic profile of respondents on the basis of gender classification in which the sample has been divided into male and female category. In our survey 187 of respondents are male and 113 of respondents are female category. In this survey we can easily find out males are more inclined towards telecom products as compared to the female category. Male and female are using the telecom products and they aware about too.

Age:

The demographic profile of respondents on the basis of age classification shows that the 198 respondents were in the 15-25 age group and 74 of respondents were in 26-35 age group. In this survey we can see that 15-25 age group is highly aware about telecom products and the youngsters is highly using telecommunication facility. This shows that all age groups are using the telecom products in their daily life and aware about it, comparatively the youngster are more.

4.2 Table showing the response for current service provider

Current service provider	No of respondents	percentage
Airtel	99	33
Vodafone	68	22.7
Reliance(jio)	68	22.7
BSNL	29	9.7
Idea	29	9.7
others	7	2.2
TOTAL	300	100

Source: primary data

4.2 Table

INTERPRETATION:

This table shows the current service provider of respondents. In this table we can find large volume of respondents were using Airtel as their current service provider. And 68 respondents were using jio and 68 respondents were using Vodafone as their current service provider. And very less respondents were using BSNL and Idea as their service provider. They choose their services provider by considering its valuable information, benefits, offers etc. therefore Airtel advertisement provides more information than the others.

4.3 Table showing the response regularity of watching advertisements

Watch daily advertisement	No of respondents	percentage
Yes	236	78.7
No	64	21.3
TOTAL	300	100

Source: primary data

4.3 Table

INTERPRETATION:

The table shows that the response of respondents in regularity of watching the advertisement. In this data we can find out that large volume of respondents were watching the advertisements daily. Advertisement is the part of our life and we see advertisements in our daily life also it influence our purchase decision. We can watch the advertisement more conveniently and easily through the different medias like radio ,television, newspaper, magazines etc.

4.4 Table showing response of the like of advertisements

Like advertisement	No of respondents	percentage
Yes	206	68.7
No	94	31.3
TOTAL	300	100

Source: primary data

4.4 Table

INTERPRETATION:

The advertisement is a major part of our daily life. We see advertisements daily and large volume of people like to watch the advertisement. Advertisement is a mean of communication with the users of a products or services. Advertisement has a major role in the buying behavior of the consumers. Advertisement are unique and it attracts the consumers therefore they like it well.

4.5 Table showing the response of the telecommunication company's advertisement that influenced the most

Telecommunication company advertisement that influenced the most	No of respondents	percentage
Airtel	127	42.3
Vodafone	69	23
Reliance(jio)	60	20
BSNL	15	5
Idea	24	8
others	5	1.7
TOTAL	300	100

Source: primary data

4.5 Table

INTERPRETATION:

The data is about the most influenced advertisement of telecommunication. The attractiveness of the advertisement leads to influence the buying behavior of the consumers, . Here the data reveals that Airtel is the most influenced telecommunication advertisement. And 23% of respondents agreed with vodafone. The advertisements are attractive that lead the consumer to watch it therefore they can know more about the products in detail , airtel will provide more offers and information and attractive advertisement that's why most of the consumers are influenced in to that.

4.6 Table showing the response of recollecting the advertisement

How well recollecting the advertisement	No of respondents	percentage
Remember company but not product	56	18.7
Remember company and product	82	27.3
Remember product but not company	44	14.7
Don't remember at all	20	6.7
TOTAL	300	100

Source: primary data

4.6 Table

INTERPRETATION:

The table shows the response of consumers about the recollecting of advertisements. The major role of advertisement is to increase the sales of products through attractive advertisements. The remembering of advertisement makes remembering of products. If the consumer can recollect the advertisement it means that they are interested in the products. Here large volume of respondents remember the company and products of the advertisements. Very less volume of people does not remember at all. Here the respondents says the advertisements are effective they can recollect it and they can buy that products.

4.7 table showing the percentage analysis for features of advertisement that influence the most

quest ions	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Advertisement is understandable	300	25%	38%	23%	4%	10%	100%
Advertisement is relevant	300	21%	39%	22%	9%	10%	100%
Advertisement benefits are believable	300	21%	39%	23%	8%	10%	100%
After viewing the advertisement consider to purchase the product	300	13%	40%	26%	9%	13%	100%

Source:primarydata

4.7 Table

INTERPRETATION:

The above table shows the response of 300 respondents on the statements for the features of advertisement. According to study large volume of respondents agreed to the statements. The respondents says that the advertisement is understandable and its also relevant to them. The advertisement helps respondents to take decision about the purchase. After viewing the advertisement large volume of respondents consider to purchase the products. The advertisement should be simple then only the consumers can understand it ,advertisement should be relevant that the advertisement say only the truth. Every advertisement provide the benefits therefore the benefits should be believable. Attractiveness of advertisement is the main factor to influence the consumer to purchase the product.

4.8 table showing the mean analysis for the features of advertisement that influenced the most

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

Questions	Mean	Interpretation
Advertisement is understandable	3.646667	MORE PREFERRED
Advertisement is relevant	3.523333	MORE PREFERRED
Advertisements benefits are believable	3.530000	MORE PREFERRED
After viewing the advertisement consider to purchase the product	3.306667	MORE PREFERRED
overall mean	3.501667	MORE PREFERRED

4.8 Table

INTERPRETATION:

On the basis of study conducted on sample collected from 300 respondents on the statements for the features of advertisement. According to study large volume of respondents agreed to the statements. Most of the respondents have agreed that the advertisement is understandable and it is also believable to them.

In overall the percentage analysis and the mean analysis clearly shows that The features of advertisement make to advertise effective. The effective advertisement can only influence consumers to purchase the product. Therefore the advertisement should be understandable, offers must be believable, and advertisement must be relevant, leads to an effective advertisement.

4.9 Table showing the percentage analysis for consumer satisfaction towards the advertisement products

quest ions	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Sat isf ied with the products and services provided by company	300	18%	40%	25%	7%	10%	100%
Would like to recommend products to family and friends	300	19%	36%	26%	9%	10%	100%
Properly sat isf ied with af ter sales services from company	300	15%	37%	28%	9%	11%	100%
Advert isement help me to choose product that best f t my interest	300	16%	41%	27%	6%	9%	100%

Source:primarydata

4.9 Table

INTERPRETATION:

The table showing the consumers satisfaction towards the advertisement of products.

Consumer satisfaction is an important factor of advertisement. If the consumers are not satisfied with a product they would not prefer buying that product. The buying decision of consumer also depends on there satisfaction among the product. In our survey large volume of respondents agreed to the statements and very less respondents disagreed.

The advertisement should be relevant then only the consumers will be satisfied with the products and the advertisement. If they are satisfied they will recommend the product with their friends and relatives .the company should provide after sales services also to satisfy the consumers. After sales services like the new offers .provide new information in correct time lead the consumers increase the satisfaction to the company and the product. Consumers buy the product with the expectation of relevance in the advertisement then only the product cope up with their interest. consumer satisfaction by the consumers are more preferred in the advertisements.

4.10 Table showing the mean analysis for consumer satisfaction towards the advertisement products

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

Questions	Mean	Interpretation
Satisfied with the products and services provided by company	3.480000	MORE PREFERRED
Would like to recommend products to family and friends	3.463333	MORE PREFERRED
Properly satisfied with after sales services from company	3.376667	MORE PREFERRED
Advertisement help me to choose product that best fit my interest	3.486667	MORE PREFERRED
overall mean	3.451667	MORE PREFERRED

4.10 Table

INTERPRETATION:

The table above shows that the response of 300 respondents on the statements for the consumer satisfaction towards the advertisement products. Here large volume of respondents agreed that the advertisements helps them to choose product if they are satisfied with the products and services provided by company.

In overall the percentage analysis and the mean analysis shows that the consumer satisfaction is important for a company to run. company should always try to satisfy the consumers by satisfy their needs through the product. The timely availability of the new information regarding the product and the relevance in the advertisement leads to recommend the product to friends and also choose the product that fit with their interest. Advertisement provide the details about the product therefore it influence the consumers and they are satisfied with the product and company only when they are satisfied with what they have seen the advertisements. The company always try to encourage the consumers by offers to satisfy the consumers

4.11 Table showing percentage analysis for the trust towards the advertisement products and company

quest ons	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Operators provides timely info where there are new services	300	25%	38%	23%	4%	10%	100%
Company provides accurate informat on to consumers	300	21%	39%	22%	9%	10%	100%
Company provides an encouraging attitude towards using products	300	21%	39%	23%	8%	10%	100%

Source: primary data

4.11 Table

INTERPRETATION:

The above table shows that the response of 300 respondents on the statements for the consumers trust towards the advertisement products and companies. Here the large volume of respondents some what agreed to the statements.

The advertisement should be relevant then only the consumers believe in the advertisement and purchase the product. The consumers trust the advertisement when they got exact result that they expect from the advertisement. The advertisements should be relevant then only the consumers are satisfied with the products the company must also make sure about the consumers satisfaction after sales also through providing the offers . Operator should provide the new product and services available in market to the consumers regularly in correct time. Company should always encourage the existing consumers to use the product and make them

always satisfied. If the trust breaks it cannot be easily rebuild therefore companies must always make sure about the product and advertisements relevance. When the consumers are satisfied automatically their trust also increases towards the product

4.12 Table showing mean analysis for the trust towards the advertisement products and company

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

questions	Mean	Interpretation
Operators provides timely info where there are new services	3.646667	MORE PREFERRED
Company provides accurate information to consumers	3.523333	MORE PREFERRED
Company provides an encouraging attitude towards using products	3.530000	MORE PREFERRED
overall mean	3.566667	MORE PREFERRED

4.12 Table

INTERPRETATION:

The above table shows the response of 300 respondents trust towards the advertisement products and companies. The large volume respondents says that trust is another factor which influence the buying decision of consumers. The large volume of respondents trust that the advertisement provides timely information to them and the company provides an encouraging attitude towards using products. The advertisement also provide accurate information to the consumers and they give information of the new products and services.

In overall the percentage analysis and the mean analysis shows that the advertisement is not ended up with sales of product the company wants to maintain good relationship between the consumers therefore to satisfy the consumers the company wants to provide accurate informations through the advertisement and let know the new services and product in the market and also encourage the existing and new consumers by providing the more new offers

and others benefits . The consumers are expecting always satisfaction and here the consumer respondents are ranked with the more preferred to the trust towards the advertisements. The trust for a product is mainly included in the hand of the advertisement of the product by giving the relevant information will increase the trust of consumers towards the product.

4.13 Table showing percentage analysis for the information getting from the advertisement

quest ions	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Advertisement is valuable source of information about product and services	300	23%	40%	23%	5%	10%	100%
Advertisement tells me brand features I am looking for	300	20%	41%	22%	8%	10%	100%
Advertisement keeps me up to date	300	21%	42%	20%	9%	7%	100%
Provides complete information to assist me in decision making	300	18%	38%	25%	10%	10%	100%

Source: primary data

4.13 Table

INTERPRETATION:

The table shows about the information getting from the advertisements. The large volume of respondents agreed that the advertisement is more informative. It also provide valuable source of information about product and services. Advertisement also provide the up to date information. The Advertisement is a source for the consumers to know about the product , the valuable information abut the product and services like latest innovations and offers get on time .The advertisement show the features of the product therefore the consumers can choose the product that best with their interest , the knowledge about the product help to take the decision regarding the purchase the product

4.14 Table showing mean analysis for the information getting from the advertisement

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

Questions	Mean	Interpretation
Advertisement is valuable source of information about product and services	3.610000	MORE PREFERRED
Advertisement tells me brand features I am looking for	3.536667	MORE PREFERRED
Advertisement keeps me up to date	3.600000	MORE PREFERRED
Provides complete information to assist me in decision making	3.443333	MORE PREFERRED
overall mean	3.547500	MORE PREFERRED

4.14 Table

INTERPRETATION

The most of the consumers responded more preferred with the formation getting from the advertisements. Advertisement is a major tool that make consumers to buy a products. Information is important part of the advertisement. Information is more preferred to consumers. The advertisement is valuable source of information about products and services. The advertisement also provides the brand features about the products. In overall the percentage analysis and the mean analysis shown that the the information about the products is another effective factor of advertisement. The advertisement make more effective by informativeness, trust, consumers satisfaction etc. the advertisement should provide the

adequate and accurate information regarding the product and well keep up to date the consumers to them also informative and the features regarding the product in advertisements in detail may help the influence the consumers to take the decision regarding the purchase of the product.

4.15 Table showing the response for reason for choosing the mobile connection

Reason for choosing the mobile connection	No of respondents	percentage
Recommended by friends and relatives	97	32.3
Through advertisement	112	37.3
Recommended by retailers	35	11.7
Brand image	56	18.7
TOTAL	300	100

Source: primary data

4.15 Table

INTERPRETATION:

The table shows the reason for choosing a telecommunication services. Here the large volume of respondents says that the advertisements help them to choose a mobile connection. And 97 respondents agreed that recommended by friends and relatives. Just 56 respondents agreed that they checks the brand image of telecommunication services. Very less volume of respondents says recommended by retailers. The advertisement is very important factor that influence the buying decision of the consumers. The new offers and other valuable information regarding the product available from the product advertisement itself that why the most of the consumers responded it as the reason for choosing the mobile connection as advertisement. Advertisements are attractive in nature therefore its influence the consumers to purchase it

4.16 Table showing Percentage analysis for the attitude of consumer towards the advertisement

quest ions	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Consider advert isement is useful to know latest products	300	16%	25%	23%	20%	15%	100%
Got to know more about innovat ive products	300	13%	40%	18%	15%	14%	100%
Refer advert isement to enjoy the best deal	300	20%	25%	28%	14%	14%	100%
Support advert isement because it plays ab important part in buying decision	300	16%	28%	25%	14%	16%	100%
General advert isement is favourable	300	21%	27%	22%	19%	11%	100%

Source:primarydata

4.16 Table

INTERPRETATION:

Above table shows the attitude of consumer towards the advertisement. The large volume of respondents agreed to the statements. The consumers who agreed the advertisement plays an important part in buying decision and also the advertisement is favourable to consumers. Advertisement is very useful to know about the latest innovation about the product in the market and advertisement shows all the features regarding the product this lead to the consumers to compare the merits and demerits of similar products in the market and

consumers can easily choose the best product this help the consumer to enjoy the best deal . In buying decision also the advertisement plays an important role because the advertisement shown the features more in detail this make the consumers influenced in to the product. So in general opinion the advertisement is favourable to the consumers.

4.17 Table showing mean analysis for the attitude of consumer towards the advertisement

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

Questions	Mean	Interpretation
Consider advertisement is useful to know latest products	3.066667	MORE PREFERRED
Got to know more about innovative products	3.243333	MORE PREFERRED
Refer advertisement to enjoy the best deal	3.230000	MORE PREFERRED
Support advertisement because it plays an important part in buying decision	3.133333	NEITHER
General advertisement is favourable	3.286667	NEITHER
overall mean	3.192000	NEITHER

4.17 Table

INTERPRETATION:

The large volume of respondents agreed neither to the statements. The large volume of respondents consider the advertisement is useful to know latest products and its more informative about innovative products. The respondents are more preferred to the the

advertisement help to enjoy the best deal it is because it can compare the similar product in the market.

In overall the percentage analysis and the mean analysis shown that the advertisement influence the consumers to purchase through provide the accurate inform in correct time and keep up to date with the innovative products and the advertisement help to compare and enjoy the best deal . The advertisement any how plays an important role in decision making and the general opinion regrading the advertisement is favourable because it provide the information

4.18 Table showing the percentage analysis for informative response of consumers towards the advertisement

quest ons	total	strongly agree%	some what agree%	neither%	some what disagree%	strongly disagree%	total
Advert sement able to create my awareness	300	14%	23%	23%	18%	21%	100%
Advert sement raise my interest	300	14%	35%	19%	20%	11%	100%
Advert sement arouse my desire towards products	300	18%	27%	27%	13%	15%	100%
Advert sement generate my purchasing intent on	300	11%	33%	21%	23%	11%	100%

Source: primary data

4.18 Table

INTERPRETATION:

Comparatively the consumers equally somewhat agree and neither say that advertisement is able to create the awareness. The advertisement can provide the awareness and valuable information about the product to its consumers. There are lot of advertisement there and they are not unique in nature. Advertisement are usually attractive therefore it capture our mind to view the advertisement therefore its attractiveness help the consumers more to buy the product and use it and increase the interest towards it therefore most of the consumers are responded as somewhat agreed. Advertisement are different for each brand therefore it help to compare its merits and demerits of similar products and it also offers valuable information regarding the product like benefits which help to arouse the desire to buy the product therefore the most respondents are equally responded somewhat agree and neither. Advertisement help to know more about the product therefore the consumers somewhat agreed to that advertisements generate the purchasing intention

4.19 Table showing the mean analysis for informative response of consumers towards the advertisement

(1.00 -NOT PREFERRED, 1.75-LESS PREFERRED, 2.5-NEITHER, 3.25 MORE PREFERRED, 4.00- HIGH PREFERRED)

Questions	Mean	Interpretation
Advertisement able to create my awareness	2.916667	NEITHER
Advertisement raise my interest	3.196667	MORE PREFERRED
Advertisement arouse my desire towards products	3.200000	NEITHER
Advertisement generate my purchasing intention	3.103333	NEITHER
overall mean	3.104167	NEITHER

4.19 Table

INTERPRETATION :

The most of the respondents responded as neither with the advertisement create the awareness nor advertisement raise their interest. the respondents responded more preferred that the consumers like the advertisement and it influence them to buy the product .In the advertisement arouse my desire towards products the respondents responded as neither .

In the advertisement generate the purchasing intention the most of the consumers responded as neither .in overall the mean analysis shows that the information getting from the advertisement the respondents responded as neither.

In overall from the percentage analysis table and the mean analysis table,it clearly shows that the advertisements provides the information and it agreed by the respondents, but it create the awareness, create interest ,arouse desire and generate purchase intention they stay in the middle of agree and dis agree .The advertisement provide the information regarding the product but it may not increase their knowledge ,interest and influence them to purchase the product.

4.20 Table showing the responses for describe advertisement to friends as

describe the advertisement to your friend as	No of respondents	percentage
Active	83	27.7
creative	167	55.7
Boring	38	12.7
Emotional	12	4
TOTAL	300	100

Source: primary data

4.20 Table

INTERPRETATION:

There are lot of advertisements shown through different media like television , radio , news paper etc, .Each advertisement are different to each other and unique in nature .The telecommunication advertisement are more creative because the market competition of telecommunication industry are increasing day by day , advertisements is a way to compete with in the market therefore the advertisement of telecommunication should be creative in nature to stay in the market and compete with the other companies in the market.

Active ,creative emotional type of advertisement for telecommunication company may not able to compete with in the market

4.21 Table showing the response for preferred medium for the advertisement

Preference of medium for advertisement	No of respondents	percentage
Television	210	70
Radio	26	8.7
Newspaper	42	14
Others	16	5.3
Magazine	6	2
TOTAL	300	100

Source: primary data

4.21 Table

INTERPRETATION:

When comparing the media radio, news paper, others and magazine, the most of the consumers preferred medium for advertisement as the television, because it is more convenient to watch and it help to compare the merits and demerits of similar products shown and help to choose the best product comparatively. The television advertisement also help to choose the product that best fits our interest because it provides valuable information regarding the product.

4.22 Table showing response for the effective media for advertisement

Offers valuable information	No of respondents	percentage
Television	211	70.3
Radio	30	10
Newspaper	34	11.3
Others	15	5
Magazine	10	3.33
TOTAL	300	100
Remembering the brand	No of respondents	percentage
Television	216	72
Radio	39	13
Newspaper	25	8.3
Others	14	4.7
Magazine	6	2
TOTAL	300	100
Compare merits and demerits of similar products	No of respondents	percentage
Television	193	64.3
Radio	28	9.3
Newspaper	38	12.6

Others	23	7.7
Magazine	18	6
TOTAL	300	100
Get attention	No of respondents	percentage
Television	219	73
Radio	36	12
Newspaper	20	6.7
Others	14	4.6
Magazine	11	3.7
TOTAL	300	100

Source: primary data

4.22 Table

INTERPRETATION:

The most preferred media is the television therefore the effective media is the television. The television advertisement is more convenient and it attract consumers and influence them to purchase the product .The television help to offer valuable information of the products like its benefits through the advertisement. The television advertisement reach many consumers and therefore the valuable information also reach the consumers easily. These offers and valuable information regarding the product help them to choose the product that best fit with their own interest.

The advertisement are attractive in nature therefore it help the consumers to remember the advertisement and through the advertisement they can easily remember the brand.

In television there are lot of advertisement therefore its attractiveness help the consumers to remember it..

There are lot of advertisement shown daily in television with similar products advertisements also, therefore the consumers can easily compare the merits and demerits of similar product advertisement and they can identify the good one comparatively. The advertisement are attractive and it capture our mind to view it, therefore the television is the most preferred

medium of advertisement to get the attention of consumers when compared with the other mediums .

when compared with the medias like the radio, news paper, magazines the television offers more valuable information, helps to remember the brand, compare the merits and demerits and to get attention therefore the effective medium for the advertisement is the television.

4.23 Table showing the response for factors influencing the advertisements

More convenience	No of respondents	percentage
Television	233	77.7
Radio	27	9
Newspaper	22	7.3
Others	14	4.7
Magazine	4	1.3
TOTAL	300	100
Attractive	No of respondents	percentage
Television	213	71
Radio	39	13
Newspaper	21	7
Others	15	5
Magazine	12	4
TOTAL	300	100
Informative	No of respondents	percentage
Television	197	65.7
Radio	25	8.3
Newspaper	49	16.3
Others	23	7.7
Magazine	6	2.
TOTAL	300	100

Source: primary data

4.23 Table

INTERPRETATION:

The factors influencing the medium of advertisement are more convenient, attractive and informative. The most preferred medium for advertisement is television therefore the factors

influencing the medium are also more in television .Through the television media the advertisement reach the more consumers and influence them to purchase the product. The consumers can watch the advertisement more conveniently and easily in there own homes.

The music sound colourfullness of advertisement may attract more consumers easily and influences them to purchase the product. The most of the consumers watch advertisement through the television therefore they get more information about the product from television advertisement itself. Therefore the factors influencing the medium of advertisement the television advertisement has been most convenient, attractive and the informative and the least factors influencing is with the magazines.

Chapter 5
FINDINGS, CONCLUSIONS AND
SUGGESTIONS

FINDINGS, CONCLUSIONS AND SUGGESTIONS

Advertising creates the desire to possess better and newer items by educating the buyers about better life-style. Advertising gives a direct stimulus to consumer which in turn prompts the producer to produce more and in better quality. Media advertising is one of the effective tool to influence the buying behaviour of consumers. There are many type of media advertising such as television, radio, newspaper etc.

This research was a study on the impact of media advertisement on consumer buying behaviour. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower impact. Although this research can make significant contribution to literature but for future study qualitative data can be used. Qualitative data will provide further insight into the relationship among these variables.

The advertisement has the direct impact on the consumer despite of the cost. It creates the awareness in the consumer thus motivate them to buy the product. Our research model identifies the impact of media advertisement on consumer awareness and perception which leads towards the buying decision of the consumer.

5.1 FINDINGS

1. The respondents feels that television advertisements are good and provides relevant source of product information
2. The respondents consider television to be a more effectiveness medium on the informativeness parameter of advertising effectiveness
3. Television advertisements are considered to be more effective in catching the consumer's attention

4. The results of the study confirms that the respondents consider television to be a more effective medium on the creative parameter of advertising effectiveness
5. The respondents consider television advertisements to be more effective in helping people to change their attitude and belief toward the brand and view them in a more positive light
6. The respondents consider television to be more entertaining medium on the advertising effectiveness parameter
7. The advertisement is playing a major role in decision making of consumers.
8. The advertisement are understandable, relevant and influence the consumers to purchase
9. The advertisement provide adequate information make up to date with the consumers
10. The advertisement is able to create awareness and interest for the product.
11. Advertisement influences the consumers to purchase the product.

5.2 CONCLUSION

The research was conducted to study the impact of media advertisement on consumer buying behaviour. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. The study reveals that most of the consumers purchase products by media advertisement. Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumer's media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer behaviour need to be established.

From the study it was revealed that television advertisement is creating awareness among the consumers. The result also revealed that television is the effective media that is influencing purchasing behaviour of consumers.

Television is the most preferred form of advertisement. It is also creative and more informative. The respondents consider television to be a more effective medium on the

attitude parameter of advertising effectiveness. This establishes that television advertising is considered to be more effective in helping people change their attitude and beliefs towards the brand and view them in a more positive light which confirm its position as an attitude modifying medium

In the end we conclude that advertisement should make attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will easy for any company in telecom industry to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

5.3 SUGGESTIONS

The companies should create an effective advertising pattern to reach up to even a singleconsumer. The advertising professionals should try and make television advertisements more informative. Television advertising thus should not only try to entertain but also provoke the audience into action by incorporating action elements in the advertisements. Television advertisements should work towards entertaining the audience, otherwise the audience will not even watch the full advertisements if they are not entertained and even if they do, and they won't remember them. The advertisement able to create purchase intention towards the advertised product. The advertisers should take care to ensure that advertisements aren't very long as the attention paying span of the audience is shrinking fast.

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BIBLIOGRAPHY

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APPENDIX

QUESTIONNAIRE

1) Name :

2) Gender : Male

Female

3) Age :

15 - 25

26 - 35

36 – 45

Above 45

4) Who is your current service provider?

Airtel

Vodafone

Reliance

BSNL

Idea

Other

5) Do you watch Advertisement Daily?

Yes

No

6) Do you like Advertisement?

Yes

No

7) Which telecommunication company has influenced you by viewing their advertisement?

- Airtel
- Vodafone
- Reliance
- BSNL
- Idea
- Other

o1.1) How well do you recollect the advertisement?

- I Don't remember at all
- I Remember company but not product
- I Remember company and product not advertisement
- I Remember advertisement

o1.2)Based on the features advertised the advertisement

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree, 5=strongly agree

	1	2	3	4	5
The advertisementmessage is understandable					
The advertisementmessage is relevant to me					
The benefits described in the advertisementare believable					
After viewing the advertisement, iwould consider purchasing the product					

o1.3) consumer satisfaction:

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree,

5=strongly agree

	1	2	3	4	5
I am satisfied with the product and services provided by company					
I would like to recommend products of this company to my friends and relatives					
I am properly satisfied with in after sales services from the company					
Advertisement help me to choose products and services that best fit my interest					

o1.4) Trust :

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree,

5=strongly agree

	1	2	3	4	5
Operator provides timely information where there are new services					
Company provides accurate information to consumers					
Company develops an encouraging attitude toward using the products					

o1.5)informative:

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree,

5=strongly agree

	1	2	3	4	5
Advertisement is valuable source of information about product or services					
Advertisement tells me which brand the features i am looking for					
Advertisement keeps me up to date about product or services available in the market place					
Advertisement provides complete information that assist me in decision making					

o2.1) what were the reasons for choosing this mobile connection?

- Recommended by friends or relatives
- Recommended by retailers
- Brand image
- Advertisement

o2.2) Attitude toward advertisement

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree,
5=strongly agree

	1	2	3	4	5
I consider advertisement is useful as it promotes the latest products.					
Through advertisement i got to know more innovative ideas					
I refer to advertisement because it allow me to enjoy the					

best deal out of the competing products					
I support advertisement because it plays an important part in my buying decision					
My general opinion of advertisement is favorable					

O2.3) Information Response:

Note: Please indicate the level of agreement with the following statement. key

1=Strongly disagree, 2=Somewhat disagree, 3=Neither, 4=Somewhat agree,

5=strongly agree

	1	2	3	4	5
Advertisement able to create my awareness towards the advertised product					
Advertisement able to raise my interest towards the advertised product					
Advertisement able to arouse my desire towards the advertised product					
Advertisement able to generate my purchase intention towards the advertised product					

o2.4) How will you describe the advertisement to your friend

- Active
- Emotional
- Boring
- Creative

o3.1) Preference of medium for viewing the advertisement

- Television

- Radio
- Newspaper
- Magazine
- Other

o3.2) Effective media:

	Television	Radio	Newspaper	Magazine	Other
Offers valuable information					
Remembering the brand					
Comparing the merits and demerits of similar products					
Get Attention					

o3.3) Factors influencing:

	Television	Radio	Newspaper	Magazine	Other
More convenience					
Attractive					
Informative					

