
A Study On Advertising Strategy In Selected Brands Of Washing Machines With Special Reference To Vasanth & Co In Thanjavur Branch

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Abstract

Advertising provides opportunities for dramatizing the company and its products through the armful use of print sound and color sometimes; however the tools very success at expressiveness may dilute or distract from the message. Advertising cannot be as a company sales representative, the audience does not feel obligated to pay attention or respond. Advertising is able to carry on only a monologue, not a dialogue, with the audience. Message is normally addressed to a specific person and does not reach others. The message can be customized to appeal to the addressed individual. The message can be prepared berry quickly for delivery to an indexer to an individual. The appeal of public relations is based on its three distinctive qualities. News stories and features seem more authentic and credible to readers that ads do. Off guard: public relations can reach many prospects who might avoid salespeople and advertisements. The researcher has collected from the 62 days in sales of Vasanth & Co while claimed that an attractive widow display strategy has conducted for the improvement of sales for the 62 day from 1st Dec 2020 to 31 Jan 2021. In the connection the researcher has attempt to made a study on advertising strategy in selected brands in washing machines in Vasanth & Co In Thanjavur Town Branch. That the available sample data provides significant evidence to conclude a 5% level of significance that the window displays technique had increased the sales significantly after 31 days as well as profits. Overall profit position and sales position has increased from 97 units (brands) to 134 units after have made window display technique from 1st Dec 2020 to 31st Jan 2021 (60 days).

Keywords: Advertising, Strategy, Brand awareness, Consumer preference, Performs of Sales.

1. INTRODUCTION

Advertising provides opportunities for dramatizing the company and its products through the armful use of print sound and color sometimes; however the tools very success at expressiveness may dilute or distract from the message. Advertising cannot be as a company sales representative, the audience does not feel obligated to pay attention or respond. Advertising is able to carry on only a monologue, not a dialogue, with the audience. On the one hand advertising can be used to bald up a long-term image for a product and one the other quick sales. Advertising is an efficient way to reach numerous geographically dispersed buyers at a low cost per exposure. Curtain forms of advertising such as TV advertising, can require a large budget, while other forms, such as newspaper advertising, can be done on a small budget. Advertising brand must offer good value otherwise. Although sales-promotion tools-coupons, contests, premiums and the like – are highly diverse they have three distinctive characteristics: they gain attention and usually provide information that may lead the consumer to the product. They incorporate some concession, inducement, or contribution that gives value to the consumer. They include a distinct invitation to engage in the transaction new Companies use sleds-promotion tools to create a stronger and quicker response. Sales promotion can be used to dramatize product offers and to boost sagging sales. Sales-promotion effects are usually short run however and not defective in building long-run brand preference. Although direct marketing has several forms – direct mail telemarketing electronic marketing and so on-it has a few distinctive characteristics:

Message is normally addressed to a specific person and does not reach others. The message can be customized to appeal to the addressed individual. The message can be prepared berry quickly for delivery to an indexer to an individual. The appeal of public relations is based on its three distinctive qualities. News stories and features seem more authentic and credible to readers that ads do. Off guard: public relations can reach many prospects who might avoid salespeople and advertisements. The message gets to the buyers as news rather than as a sales-directed communications. A major question is how much weight promotion should receive in the total marketing mix (as opposed to product improvement, lower prices, more services, and so on). The answer depends on where the company's products are in their life cycles, whether they are commodities or highly differentiable products, whether they are routinely needed or have to be "sold", and other commodities. In theory, the total promotional budget should be established where the marginal profit from the last promotional dollar just equals the marginal profit form the last promotional dollar just equals the marginal profit from the last dollar in the best non promotional use. Implementing this principle, however, is not easy.

DECIDING ON THE PROMOTIONAL MIX

Companies face the task of distributing the total promotion budget over the five promotional tools – advertising, sales promotion, direct marketing, public relations, and sales force. Within the same industry, companies can differ considerably in how they allocate their promotional budget. Avon concentrates its promotional funds on personal selling, while

Revlon spends heavily on advertising. Companies are always searching for ways to gain efficiency by substituting one promotional tool for another as its economics become more favorable. Many companies have replaced some field sales activity with ads, direct mail, and telemarketing. Other companies have increased their sales-promotion expenditures in relation to advertising, to gain quicker sales. The substitutability among promotional tools explains why marketing functions need to be coordinated in a single marketing department. Is there a logical sequence for building up the promotion budget? Usually the sales force cost is established first because much of this is a fixed cost. Then there is the question of whether to set the sales-promotion budget or the advertising budget next. Brand managers consumer package goods companies increasingly set the trade – promotion budget first, because the trade is powerful enough to demand a certain amount of trade – promotion money. Then they set the consumer – promotion budget to make sure that consumers come in and buy enough of the promoted products. Many factors influence the marketer's choice and mix of promotional tools. We will examine these factors in the following paragraphs.

NATURE OF EACH PROMOTIONAL TOOL

Each promotional tool has its own unique characteristics and costs. Marketers have to understand these characteristics in selecting them. Advertising: as the many forms and uses of advertising, it is difficult to make all embracing generalizations about its distinctive qualities as a component of the promotional mix. The following qualities can be noted and Public presentation of advertising is a highly public mode of communication. Its public nature confers a kind of legitimacy on the product and also suggests a standardized offering. Because many persons receive the same message, buyers know that their motives for purchasing the product will be publicly understood. Pervasiveness: advertising is a pervasive medium that permits the seller to repeat a message many times. It also allows the buyer to receive and compare the message of various competitors. Large-scale advertising by a seller says something positive about the seller's size, power and success. The impact of advertisement in the society can be classified into macro and micro levels. Macro impact seals with attitudes and values, quality, consumer preference and so on. Micro impact deals with the effect on company sales and market share. In this study has been made to attempt the advertising strategy in selected brands in washing machines with special reference to vasanth & co in Thanjavur branch. Advertising has become an all continuous procedure of communication which is affecting and touching of practically the entire population of the wholesale and retail market advertising has become a powerful tool in the twenty first century due to the competition which is emerging in practically every product needed by the population.

2. OBJECTIVES OF THE STUDY

1. To assess the sales position after effectiveness of the window display in selected brands of semi automatic washing machine in Vasanth & Co in Thanjavur Branch.

2. To assess the profit after implementing the advertising strategy during the study period from 1st Dec 2020 to 31 Jan 2021 of selected brands of semi-automatic washing machine in Vasanth & Co in Thanjavur Branch

3. RESEARCH METHODOLOGY

The secondary data were collected from the administrative officer of Vasanth & Co Thanjavur Town Branch. The sample size is randomly chosen in Thanjavur town and 62 days sales report has been collected from Vasanth & Co Thanjavur Town Branch. The sample test of significance for the difference between two population means. Whether the means μ_1 and μ_2 of two populations are equal are not (31 days 1st phase sample 1, another 31 days second phase sample). The technique test used for the research probability sampling because the population in finite. The sampling technique selected for the study in simple random sampling technique. In this study has been made to attempt the null hypothesis for testing of equality of population means of the sample units.

$[H_0: \mu = 0]$ H_0 : There is no change of average sales volume after implementing window in Vasanth & Co in Thanjavur Branch

H_1 : There is change of average sales volume after window display on the washing machines in Vasanth & Co in Thanjavur Branch

4. DATA ANALYSIS AND INTERPRETATION

The researcher has collected from the 62 days in sales of Vasanth & co while claimed that an attractive widow display strategy has conducted for the improvement of sales for the 62 day from 1st Dec 2020 to 31 Jan 2021. In the connection the researcher has attempt to made a study on advertising strategy in selected brands in washing machines in Vasanth & Co In Thanjavur Town Branch.

TABLE No.01

Sl.No	Brands	Selling units before window Display (31-day)	Percentage of selling units	Selling units after window display (31 - day)	Percentage of selling units	Total selling units	Percentage of total selling units (%)
1.	L.G	29	30%	34	25%	63	27
2.	Samsung	27	28%	42	31%	69	30
3.	Godrej	21	22%	35	26%	56	24
4.	Whirlpool	14	14%	17	13%	31	13
5.	Haier	06	6%	06	5%	12	06
	Total	97	100	134	100	231	100

Source: Sales report of Vasanth & Co in Thanjavur Town Branch

The above table shows that on 31 days without display the washing machine had a mean sale of 27 units per day with standard deviation of sales 13 per day. The average sales for the next 31 day [Jan 2021] when display was used 19 selling units per day with a standard deviation of 06 selling units per day. On the basis of sample information the researcher have to acceptance or rejection of the null hypothesis. The calculated “S” value is 13 selling units per day.

Sample = 1; $n_1 = 31$ $X_1 = 19$ $S_1 = 6$ mean and standard deviation sales from 1st Dec 2020 to 31st Dec 2020.

Sample = 2; $n_2 = 31$ $X_2 = 27$ $S_2 = 13$ mean and standard deviation sales from 1st Jan 2021 to 31st Jan 2021

On the basis of the above sample information the researcher have to take decision in respect of the acceptance or rejection of the null hypothesis and calculate ‘S’ from the following equation

$$\begin{aligned}
 S &= \sqrt{\frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{(n_1 + n_2 - 2)}} \\
 &= \sqrt{\frac{1080 + 5070}{6}} \\
 &= 10.124 \\
 t &= \frac{x_1 - x_2}{s \sqrt{\frac{1}{n_1} + \frac{1}{n_2} - 2}} = \frac{27 - 19}{10.124 \sqrt{\frac{1}{31} + \frac{1}{31} - 2}} \\
 &= 3.109
 \end{aligned}$$

Since the degree of freedom = $n_1 + n_2 - 2 =$ is fairly large $[31 + 31 - 2] = 60$ the sampling distribution the table value of it 60 d.f. at 5% level = 1.671

H_0 is rejected since the calculated value of ‘t’ – Test is $3.109 >$ the table value if ‘t’ = 1.67

As the calculated value of “t” falls in the rejection region, the researcher reject H_0 in favor of H_1 at 5 % level of significance. This means that the available sample data provides significant evidence to conclude a 5% level of significance that the display had increased the sales significantly after 31 days

Overall profit position and sales position has increased from 97 units (brands) to 134 units after have made window display technique from 1st Dec 2020 to 31st Jan 2021 (62 days).

TABLE No.02

**SELECTED BRANDS OF SEMI AUTOMATIC WASHINGS MACHINES SALES
POSITION OF VASANTH & CO**

(Before Adopted Window Display Techniques from 1st December to 31 Dec -2019)

S. No	Brands	No. of units in semi Automatic washing machine before window display	price Per Washing Machine	Brands wise sales rank	% of Selling Unit	Total Amount Rs '000'
1.	LG	29	9,500	I	30%	2755.50
2.	Samsung	29	10,000	II	28%	270.00
3.	Godrej	21	9,000	III	22%	189.00
4.	Whirlpool	14	8,500	IV	14%	119.00
5.	Haier	06	9,500	V	6%	57.00
	Total	97			100	911.00

Source: sales report of Vasanth & Co in Thanjavur Branch

The above table 2 shows that sales position LG washing machines brands which depending upon sales without window display during 31 days (from 1 December 2020 to 31st December 2020) 30% of (29 units scale = 1 units = 1 customer] there are influenced by brand LG washing machine (S.A) and secondary ranked 28% has influenced by Samsung brands and lowest sales position has a hair S.A.W in only 6% of the customer has a V rank of the preference of scales. It is inferred from the above table that sales position has increased the most vital factor for the particular company's brands loyalty, washing machines.

Table No.03

**SELECTED BRANDS OF S. A.W. M SALES POSITION OF VASANTH & CO IN
THANJAVUR TOWN BRANCH**

After Adopted Window Display Techniques Form 1st Jan to 31 Jan 2020

S. No	Brands	No. of units in semi Automatic washing machine after window display	price Per washing Machine	Brands wise rank (sales)	% of Selling Units	Total Amount Rs.
1.	LG	34	9500	III	25%	323
2.	Samsung	42	10000	I	31%	420

3.	Godrej	35	9000	II	26%	333
4.	Whirlpool	17	8500	IV	13%	145
5.	Haier	06	9500	V	5%	57
	Total	134			Total	1278

Source: sales report of Vasanth & Co In Thanjavur Branch.

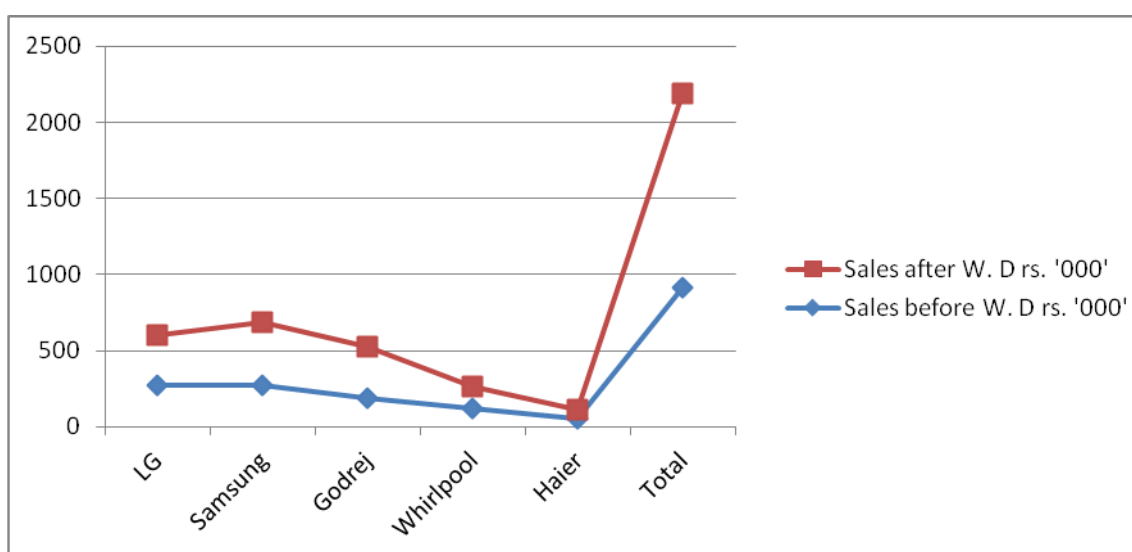
The above table shows that the sales position of selected brands of washing machine's which depend upon the window display techniques has adopted during the period of 31 day from 1st January 2021 to 31st January 2021. 31% of the Customer preferred Samsung washing machine which in highest of sales as compared to others brands of Washing Machine.

TABLE No.04

COMPARISON OF SALES POSITION IN SEMI AOUTOMATICE WASHING MACHINE IN VASANTH & CO AT THANJAVUR TOWN BRANCH

S. No	Brands	Sales before Window display '000' Rs.	Sales after window Display Rs '000'	Difference Rs '000'	Percentage of Total Sales
1.	LG	275.50	323	48	13
2.	Samsung	270.00	420	150	40
3.	Godrej	189.00	333	144	39
4.	Whirlpool	119.00	145	29	8
5.	Haier	57.00	57	0	0
	Total	910.00	1278	371	100

Source: Sales report of Vasanth & Co in Thanjavur Branch.



The above table and Charts shows that comparison of sales value position before and after window display in S.A.W.M in Vasanth & Co In Thanjavur Town Branch. .

Samsung washing machines brand has highest sales in Rs. 1,50,000. It is inferred that has increased 40% of sales after window display technique adopted of Vasanth & Co in Thanjavur Town Branch. An LG, Samsung, godrej and whirl pool brand has increased the sales volume after window display technique adopted by the Vasanth & Co in Thanjavur Town Branch.

Haier brands which is only no change that after window display technique adopted by the Vasanth & Co In Thanjavur Town Branch.

5. RESULTS AND DISCUSSION

L.G brand of semi automatic washing Machines selling units has increased from 29 units has increased to 34 units after window display made in vasantha & Co Thanjavur Town. Samsang barand of semi automatic washing machines selling units has increased from 27 units to 42 units after window display had been made by the vasanth & Co. Semi automatic washing machine in 60 days in highest number of selling units during the study period compared to the other brands of L. G., godrej, whipool and haier. Haier washing machine has no change in after and before window display of vansanth & Co in Thanjavur Town Branch. The above table shows that comparison of sales position before and after window display in S.A.W.M in Vasanth & Co Thanjavur Town Br. Samsung washing machines brand has highest sales Rs. 150. It is inferred tht has increased 40% of sales after window display technique adopted in Vasanth & Co in thanjvur Town Br. An L.G, Samsung, godrej and whirlpool respective brand has increased the sales volume after window display technique adopted by the Vasanth & Co Thanjavur Town Br. Haier – brands only no change the after window display technique adopted by the Vasanth & Co. As the calculated value of “t” falls in the rejection region, that the researcher reject H_0 in favor of H_1 at 5 % level of significance. This means that the available sample data provides significant evidence to conclude a 5% level of significance that the window display technique had increased the sales significantly after 31 days as well as profits. Overall profit position and sales position has increased from 97 units (brands) to 134 units after have made window display technique from 1st Dec. 2020 to 31st Jan. 2021 (60 days).

CONCLUSION

Advertising helps increase the effectiveness of the sales force. Advertising builds brand, product line and company familiarity and thus makes the sales job easier. It also may lower a buyer's price assistance thereby enabling the sales person to close that might otherwise not have been made brand image is a complex phenomenon that gets improved over a period of time due to repeated exposures, product use experience, word of mouth, competitive activity. Successful brands are great assets to companies as they command a price premium over generic products earn the consumer's loyalty for the company and even pre-empt competitors from entering the market segment.

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