ROLE OF DIGITAL ADVERTISING IN PROMOTING THE SALE OF MOBILE NETWORKS IN ODISHA

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Abstract:
Every organization requires sales promotion and distribution to promote their product and services through their sales person. Sales promotions and distribution are playing a vital role in today's market. So it is important to know how far these promotional activities are creating brand awareness in the minds of the customer and influencing them to go for the products and services and also the need to increase the quality, creativity and utilization of technology in the distribution and sales promotions. The main objective of the study is to study the advertising and promotional techniques of mobile networks based on the service provided and to identify the most effective sales promotion technique for selected products marketed at based on the companies. For this purpose a sample of 130 was collected from the respondents were percentage analysis, ranking, chi square and Anova were used as tools to analyse the data and the conclusion is that the companies have a reach towards the digital advertisement made by them but some effective measure has to be taken by the to make the digital advertisement more effective in future period of time.

Key Words: Digital Advertising, Sales Promotion & Mobile Networks

Introduction to the Concept of Study:

Organizations are shifting their focus from traditional advertising to other marketing strategies and communication tools, in order to get the attention of consumers in the highly competitive market place. Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is not really designed to build long-term customer loyalty. Every organization requires sales promotion and distribution to promote their product and services through their sales person. Sales promotions and distribution are playing a vital role in today's market. So it is important to know how far these promotional activities are creating brand awareness in the minds of the customer and influencing them to go for the products and services and also the need to increase the quality, creativity and utilization of technology in the distribution and sales promotions.

Promotion Concept Development Process:

Promotion concepts are never developed in isolation. It is only with a clear understanding of each of the following components of the overall assignment, can the right "Concept" be created.
- Brand or Corporate Objectives
- Promotional Objectives
- Brand Profile, Image and Personality
- Knowledge of the Target Audience
- Promotion Strategies

Tools of Sales Promotion:

Sales promotions are short-term marketing techniques used by a manufacturer for a specific purpose, like increasing market share or to encourage sales during off-peak periods. Sales promotions are often one component in an advertising or marketing campaign. A variety of sales promotion tools are available, such as price reductions, product giveaways and special trial periods.

Free Samples:

Free samples are a no-risk way for a customer to try a new product before making a buying decision. A common method used by manufacturers is to send a small package of a new laundry detergent to households via postal mail. The manufacturer typically includes coupons as a way to encourage purchases in the future.

Promotional Periods:

A promotional period allows a customer to use a product for free for a specified period of time, such as 30 days. Television infomercials use promotional or guarantee periods as an inducement to purchase a product. If the buyer takes no action to cancel the purchase or return the product during the promotional period, the customer is billed automatically or a charge is made to her credit card.

Point of Purchase Displays:

Points of purchase displays are used in retail stores to catch the attention of a shopper. The selected products may be sale items but may also be seasonal or high-demand merchandise. The displays are built in a prominent location such as on an aisle end or at the front of the store near the entrance. The store may also place signs at the product's normal shelf locations

Theoretical Background of the Study:
Definition:

"Sales promotion can be defined as short term incentives to encourage purchase of a good or service (Kitchen 1999)." A few decades ago, sales promotion was seen as everything that was left over after accounts for advertising, personal selling, and public relations (Burnett, 1993) but since then sales promotion has been growing dramatically and today the amount of money spent on sales promotion is higher than any other element of the communication or promotion mix. Several factors influence the development of sales promotion with "the first being increased similarities between brands and price sensitivity, coupled with reduced consumer brand loyalties. Without real or significant product differentiation, consumers have become "more" reliant on price or price-related incentives (coupons, penny-off deals, refunds, giveaways and competitions). A second factor contributing to the development of sales promotion is the fractionalization of markets, coupled with rising media costs. A third factor has been the concentration on brand management organizational structures that lends itself to short-term sales response rather than long-term growth. A fourth and final factor illustrating the development of sales promotion has been consumer responsiveness. Many consumers participate on a regular basis in some form of sales promotion (Kitchen, 1999)." The retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail business. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local *kirana* shops, owner manned general stores, *paan/beedi* shops, convenience stores, hand cart and pavement vendors, etc.

Types of Sales Promotions:

In order to understand how effective sales promotion is in influencing consumer purchase decisions, one has to take a closer look at marketing and consumer behavior theories. This article will focus on critically analyzing the relevant concepts and theories relating to sales promotion and the consumer purchase decision. The selected path will cover a wide range of topics, from the broader concepts of marketing communications mix to the "more" specific concepts of sales promotions and the consumer purchasing process.

Promotion:

Burnett (1993) defines promotion as the marketing function concerned with persuasively communicating to target audience the components of the marketing program in order to facilitate exchange between the marketer and the consumer and to help satisfy the objectives of both. Sales promotion is a part of the communication or the promotion mix. Sales promotion can be defined as short-term incentives to encourage purchase of a good or service (Kitchen 1999). Sales promotion consists of marketing activities that add to the basic value of the product or service for a limited time and directly stimulate consumer purchasing (for example, coupons and product sampling), stimulate the distributors to carry the product and/or promote the product (for example, trade deals and spiffs), or stimulate the effort of the sales force (for example, contests and meetings) (Burnett 1993). The differences between sales promotion and the other components of the promotion mix are important in understanding both the basic role of sales promotion and how to use it effectively. Sales promotions can broadly be classified into three categories depending on the initiator and the target of the promotion.

- Consumer Promotions (premiums, gifts, prizes, competitions, etc.)
- Trade Promotions (Special terms, point-of-sale materials, etc.)
- Sales Force Promotions (Incentive and motivation schemes, etc.)

Statement of the Problem:

Advertising is a part of the communication or the promotion mix. Advertising is a short-term incentive to encourage purchase of a good or service. Advertising consists of marketing activities that add to the basic value of the product or service for a limited time and directly stimulate consumer purchasing, stimulate the distributors to carry the product and/or promote the product or stimulate the effort of the sales force through sales person. Effective advertising increases the sales turnover, profits, market share and also improves the good will of the organization. This has motivated the researcher to undertake a research on the topic "A Study on Customer Perception with regard to Advertising techniques by mobile companies.

Objectives of the Study:

- To study the advertising and promotional techniques of mobile networks based on the service provided.
- To analyses the relationship between the demographic variables of the respondents and the service provided b the operators.
- To identify the most effective sales promotion technique for selected products marketed at based on the companies.
- To know about the level of satisfaction of customers towards various brand.

Scope of the Study:

The study is conducted with customers of various service providers of mobile network. The study aims to analyze the various sales promotion techniques, customer perception, relationship between

delivery of service by network service provider companies and customer perception. It also analyses the most effective sales promotion technique for selected products marketed by the companies based on various schemes.

Significance of the Study:

Advertising deserves more serious academic attention than it sometimes receives. Like psychology, political science and economics, it deals with people and how they react to the world about them. Advertising is the most persuasive force in the world today. Firms in promoting their products through advertising spend a sizeable amount Even then only a few products are successful. Intensive survey should be conducted to unearth as to why very few people use a particular product in the process.

Research Methodology:

To fulfill any task, it is necessary to follow systematic method. TheMethodology followed in this study is detailed here.

Type of Study:

The type of the study was descriptive in nature. Descriptive studies aim at portraying accurately the attitudes or views of a particular group of people towards any situation.

Source of Information:

The relevant data in the subject under study was collected from the following sources. Primary data**:** These data were collected from the customers of the store through questionnaire and interview schedule.

Sampling Design:

For the research, convenience sampling method was adopted.

Sample Size:

Sample size is 125 and the respondents are the customers of "more" super market for the past two years and who have visited the shop at least 10 times.

Tools for Data Collection and Analysis:

The tools used for data analysis include, percentage analysis, chi squire test, and mean score.

Limitations of the Study:

- The project is restricted only for a period of 6 weeks.
- During certain time of the day, most of these outlets would be very busy with their business, as they would not encourage all these research activities.
- The Survey was limited to Odisha only.
- The respondents were less interested in answering the questionnaire as they felt that it was an interruption to their regular work.

Analysis and Interpretation:

Table 1: Demographic profile of the respondents

Demographic Profile	Particulars	Frequency	Percent
Gender	Male	94	72.3
	Female	36	27.7
	Total	130	100
Age	15-25	37	28.5
	26-35	49	37.7
	36-45	38	29.2
	45 and above	6	4.6
	Total	130	100
Education	Matriculate	35	26.9
	Graduation	4	3.1
	Intermediate	75	57.7
	Post graduation	16	12.3
	Total	130	100

The above table shows about the demographic profile of the respondents were out of 130 respondents 72.3% are male and 27.7% are female.28.5% are from the age group between 15-25, 37.7% are from the age group between 26-35, 29.2% are from the age group between 36-45 and 4.6% are from the age group above 45.26.9% are matriculates, 3.1% have finished their graduation, 57.7% are intermediates and 12.3% are post graduates.

Table 2: Current Service Provider

	Frequency	Percent
Airtel	10	7.7
BSNL	40	30.8
Vodafone	69	53.1
Reliance Jio	11	8.5
Total	130	100

The above table shows about current service provider of the respondents were out of 130 respondents 7.7% are using Airtel, 30.8% are using BSNL, 53.1% are using Vodafone and 8.5% are using Reliance Jio. It shows that most of the respondents are using Vodafone in our survey.

Table 3: Duration of using Mobile Connection

	Frequency	Percent
Less than 6 month	10	7.7
More than 12 months	80	61.5
6 month to 12 month	40	30.8
Total	130	100

The above table shows about duration of using mobile connection were out of 130 respondents 77.7% are using the mobile for less than 6 months, 61.5% are using for more than 12 months and 30.8% are using between 6 month to 12 month . It shows that most of the respondents are using the mobile connection for more than 12 months.

Table 4: Digital Advertisement Playing a Role in Purchasing a Connection

	Frequency	Percent
Yes	99	76.2
No	31	23.8
Total	130	100

The above table shows about advertisement playing a role in purchasing a connection were out of 130 respondents 76.2% said that advertisement plays a role in purchasing a connection and 23.8% said that advertisement won't play a role in purchasing connection. It shows that most of the respondents said that advertisement plays a role in purchasing a connection.

Table 5: Kind of Digital Advertisement Influencing More

	Frequency	Percent
Family related	14	10.8
Romantic	59	45.4
Action related	28	21.5
Trendy	29	22.3
Total	130	100

The above table shows about kind of advertisement influencing more with the respondents were out of 130 respondents 10.8% said that family related advertisement influences more, 45.4% said as romantic advertisements, 21.5% said as action related advertisements and 22.3% said as trendy advertisements. It shows that most of the respondents said as romantic advertisements which influences them more.

Table 6: Age * Level of Satisfaction towards Airtel

H0: There is no significant relationship between age and level of satisfaction towards Airtel
H1: There is a significant relationship between age and level of satisfaction towards Airtel

Crosstab						
Count		Level of satisfaction towards Airtel				Total
		Very good	Good	Vodafone	Idea	
Age	15-25	3	21	9	4	37
	26-35	0	35	9	5	49
	36-45	0	6	20	12	38
	45 and above	2	3	1	0	6
Total		5	65	39	21	130

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.135[a]	9	0

The above table shows about the relationship between age and level of satisfaction towards Airtel were the level of significance is at 0.000 which is lesser than 0.05. It shows that there is a significant relationship between age and level of satisfaction towards Airtel.

Table 7: Mean Ranking on Factor Influencing to Choose the Network Provider

	Mean	Ranking
Call rates	2.45	1
Value added service	3.75	5
Network connectivity	3.71	4
Internet package	2.59	3
Rate cutters	2.5	2

The table shows about the rank of factors with factor influencing to choose the network provider for rank according to the mean ranking value and the order is 1st rank to call rates, rate cutters was given 2nd rank, internet package was given 3rd rank, network connectivity was given 4th rank, and value added

service was given 5th rank which shows that the call rates was the factor influencing to choose the network provider.

Rank Correlation:

Table 8: Ranking on Company and Scheme

S.No	Ranking on company and scheme	X	Y	R1	R2	D	D^2
1	Airtel	40	70	2.5	2	0.5	0.25
2	BSNL	40	72	2.5	1	1.5	2.25
3	Vodafone	2	10	4	4	0	0
4	Jio	116	36	1	3	-2	4
							6.5
N	4					1-R	0.1
						R	0.9

The above table shows about the correlation between ranks given for preference towards purchasing network were the correlation is at 0.90 which is highly correlated. It shows that the Reliance Jio is given highest priority by the respondents.

Anova:

Table 9: Comparison between Education and 3G And 4G Experience with Service Operator

Ho1: There is a significant difference between education and 3G and 4G experience with service operator

3G and 4G Experience With Service Operator						
	N	Mean	SD	SE	f	Sig
Matriculate	35	1.97	1.014	0.171		
Graduation	4	4	0	0		
Intermediate	75	2.77	0.879	0.101	8.495	0
Post graduation	16	2.5	1.317	0.329		
Total	130	2.56	1.049	0.092		

The above table shows about the comparison between education and 3g and 4g experience with service operator were the mean value is high with person who are studying intermediates who enjoy 3G and 4G experience with service operator and it shows that there is a significant relationship between education and 3g and 4g experience with service operator as the level of significance is at 0.000.

Findings:
- Most of the respondents are male in our survey.
- Maximum of the respondents are from the age group between 26-35.
- Most of the respondents are intermediates in our survey.
- Maximum of the respondents are using Vodafone in our survey.
- Most of the respondents are using the mobile connection for more than 12 months.
- Maximum of the respondents said that digital advertisement plays a role in purchasing a connection.
- Most of the respondents said as romantic digital advertisements which influences them more.
- Maximum of the respondents are willing to go for more connections based on digital advertisements.
- Most of the respondents said that digital advertisement helps to promote the company.
- Maximum of the respondents said that there is no information about the product with the digital advertisement made by the company.
- Most of the respondents said as internet for source of getting information about new offers.
- Maximum of the respondents said as average for network experience with service operator.
- Most of the respondents said as average for network experience with service operator.
- Maximum of the respondents said as good for voice call quality experience with service operator.

Suggestions:
Hence it is suggested that the other service providers have to focus on improving their impactful digital advertisement in order to widen their subscriber's base and capture more customers and market share. The digital advertisements made by the companies can be made through social media for effective reach of offers given by the companies. In India the web is now established as a mass market media channel for the wealthy. Email has become a mass market media channel for office workers and professional classes. So web digital advertisement can be motivated by the companies in future period of time.

Conclusion:
The conclusion is that the companies have a reach towards the digital advertisement made by them but some effective measure has to be taken by the to make the digital advertisement more effective in future period of time.

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