



AN ANALYSIS ON ADVERTISING MEDIA AND CUSTOMER'S SATISFACTION FOR WORD-OF-MOUTH ADVERTISEMENT IN CHENNAI

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Abstract

Advertisement is one of the best medium to interact with the customers and satisfy their wants. There are different types of media of advertisement available in the market. Advertisement improves customers' knowledge about new product even if its price is more or less. Advertisement change the decision of the customers from positive to negative image of the product and vice versa. Objectives of this research is: to study the awareness about different types of advertisement media, to evaluate the effect of different advertising media on satisfaction level of customers in Chennai city, to study the most effective ways of advertising media and to examine the loyalty of customers towards advertisement. Research shows that customers are loyal towards advertisement and are aware about many advertisement media and word-of-mouth advertisement is most effective ways of advertisement. The impact of word-of-mouth advertisement is the most effective way of advertisement as compared to any other media of advertisement and it reduces the cost of advertisement.

Keywords: -Advertisement, Word-of-Mouth Advertisement, Customer Satisfaction, Price, Advertising Media.

INTRODUCTION

Advertisement is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertisers include not only business firms, but also museums, charitable organization, and government agencies that direct message to target publics. Advertising objectives can be classified according to whether their aim to inform, persuade, remind, or reinforce. Informative advertising aims to create awareness and knowledge of new products or new features of existing products, persuasive advertising aims to create liking, performance, conviction, and purchase of a product or services, reminder advertising- aims to stimulate repeat purchase of product and services, reinforcement advertising-aims to convince current purchase that they made the right choice (Kotler, Marketing Management). Advertising consist of those activities by which visual or oral messages are addressed to selected publics for the purpose of informing and influencing them to buy products or services, or to act or to be inclined favorably toward ideas, persons, trademarks, or institutions featured. As contrasted with publicity and other forms of propaganda,



advertising messages are identified with the advertiser either by signature or oral statement. Further, advertising is a commercial transaction involving pay to publishers, broadcasters, or others whose media are employed (BORDEN & MARSHALL). Word of Mouth Advertisement can be encouraged different promotional activities, or by having opportunities to encourage consumers communication. It includes Buzz Marketing, Viral Marketing etc. Oral and written communication by a satisfied customer's need. Word of Mouth Advertisement to be the most effective way of promotion. Word of Mouth Advertisement give the information about the new product or existing product from person to person Word-of-Mouth (WOM) communication from an existing customer to a potential customers is often the most creditable method of stimulating new business for firms (Gremler, Gwinner, & Brown). WOM is a double-edged sword with the negative side more likely to cut through public consciousness than the positive WOM. It has always been recognized that dissatisfied customers are likely to tell many other people about their dislike for a firm. Thereby harming the company's goodwill (Sweeney, Soutar, & Mazzarol) this is acceptable.

RESEARCH METHODOLOGY

In this research survey is used for investigation. In this research convenience sampling method is used to study the portion of universe with a view to draw conclusion. Fieldwork was carried in Chennai City. Sample size was taken as 100 customers in the city.

METHOD OF DATA COLLECTION

Multiple choice questionnaire and personal interview was used to collect primary data, Catalogues, Brochures, Magazines, Website are used as secondary source, and the conclusion is drawn in percentage analysis basis.

OBJECTIVES OF THE STUDY

1. To study the awareness about different types of advertisement media.
2. To evaluate the effect of different advertising media a satisfaction level of customers in Chennai city.
3. To study the most effective ways of advertising media.
4. To examine the loyalty of customers towards advertisement.

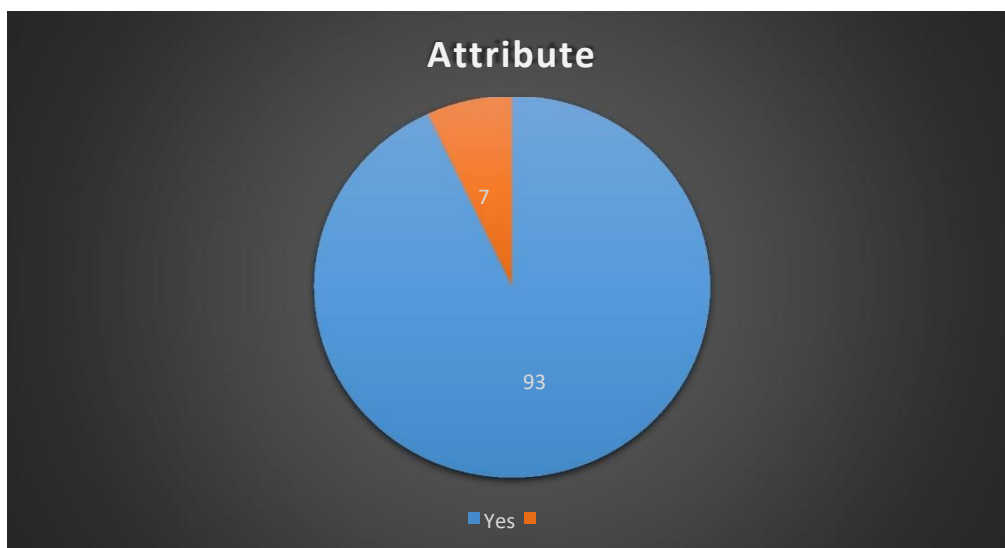
DATA ANALYSIS INTERPRETATION

Table No: 1

Question 1 Are you aware of all the Medias of Advertisement?

Attributes	No. of Respondents	Percentage %
Yes	93	93%
No	07	07%
Total	100	100

Chart No: 1



Source: Primary data

The above table and graph shows that, 93% respondents are aware of all the media's of advertisement. And remaining 7% respondents are not aware of all the media's of advertisement.

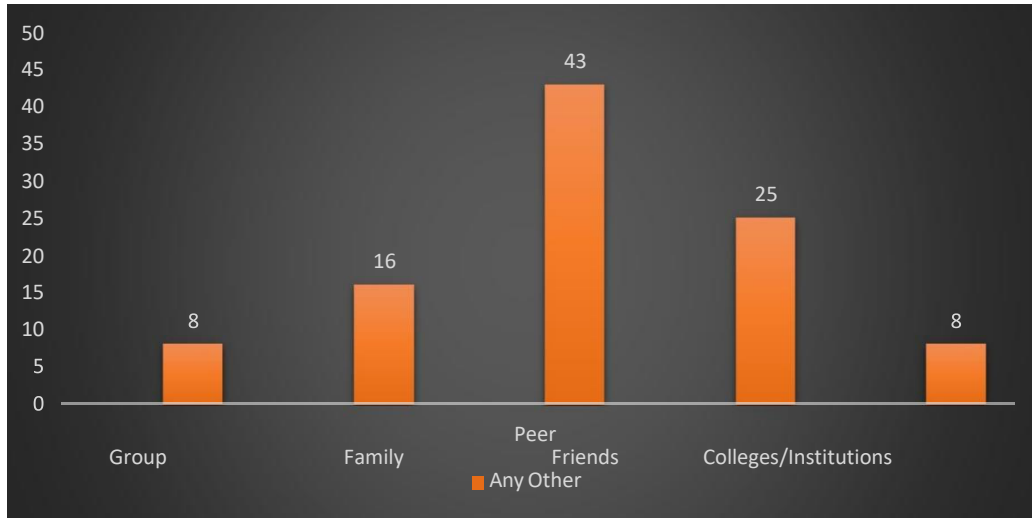
Table No: 2

Question 2: Through which medium you came to know about different Medias of advertisement?

Medium	No. of Respondents	Percentage %
Peer Group	08	08%
Family	16	16%
Friends	43	43%
Colleges/Institutions	25	25%
Any Other	08	08%

Total	100	100%
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Chart No: 2



Source: Primary data

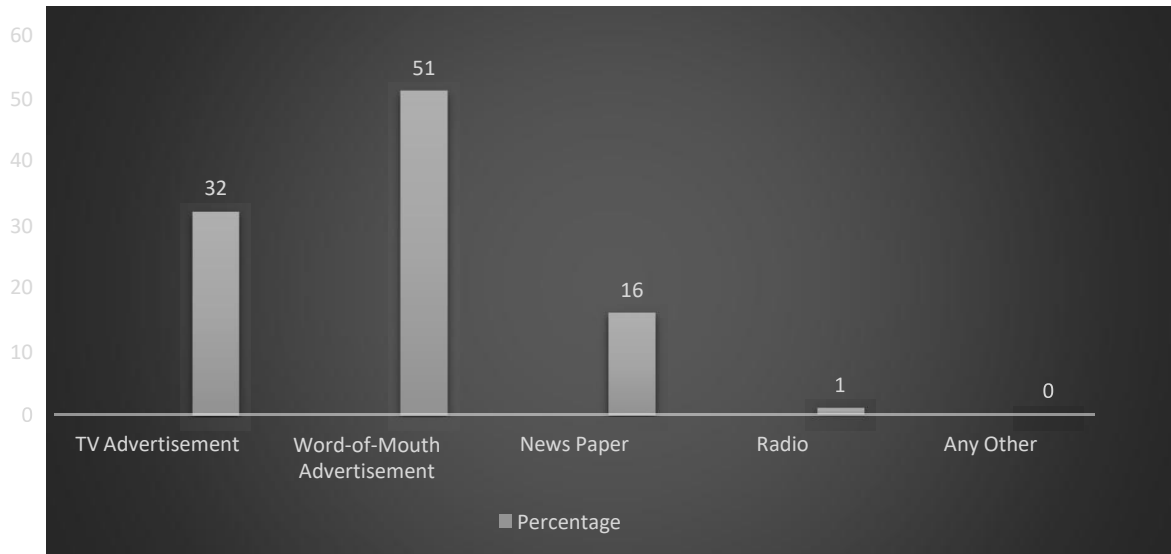
The above table and graph shows that, 8% respondents came to know about different Medium of Advertisement through peer group, 16% respondents came to know about different medium of advertisement through family, 43% respondents came to through friends, 25% respondents came to know through colleges/institutions, and remaining 8% respondents came to know about different medium of advertisement through any other medium of advertisement.

Table No: 3

Question 3: Which advertisement do you prefer most for selection of new product?

Media of Advertisement	No. of Respondents	Percentage %
TV Advertisement	32	32%
Word-of-Mouth Advertisement	51	51%
News Paper	16	16%
Radio	01	01%
Any Other	00	00%
Total	100	100%

Chart No: 3



Source: Primary data

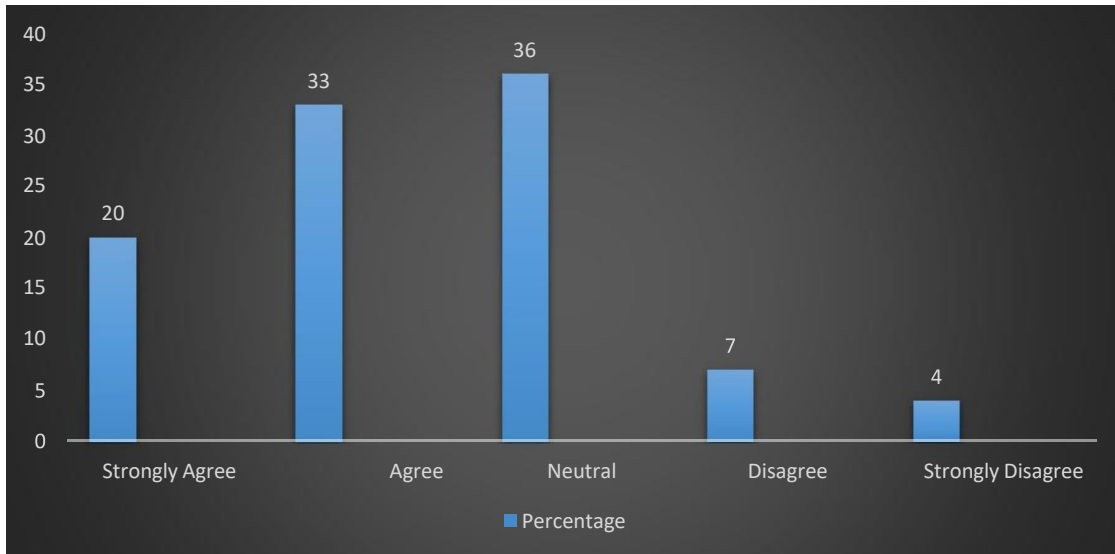
The above table and graph shows that, 51% respondents prefer most Word-of- Mouth Advertisement for selection of new product, 32% respondents prefer most TVAdvertisement for selection of new product, 16% respondents prefer most News Paper, 1% respondents mostprefer Radio, and none of the respondents prefer any other types of advertisement for selection of new product.

Table No: 4

Question 4: Would you prefer new product even if its price is more or less because youare satisfied with advertisement?

Parameters	No. of Respondents	Percentage %
Strongly Agree	20	20%
Agree	33	33%
Neutral	36	36%
Disagree	07	07%
Strongly Disagree	04	04%
Total	100	100%

Chart No: 4



Source: Primary data

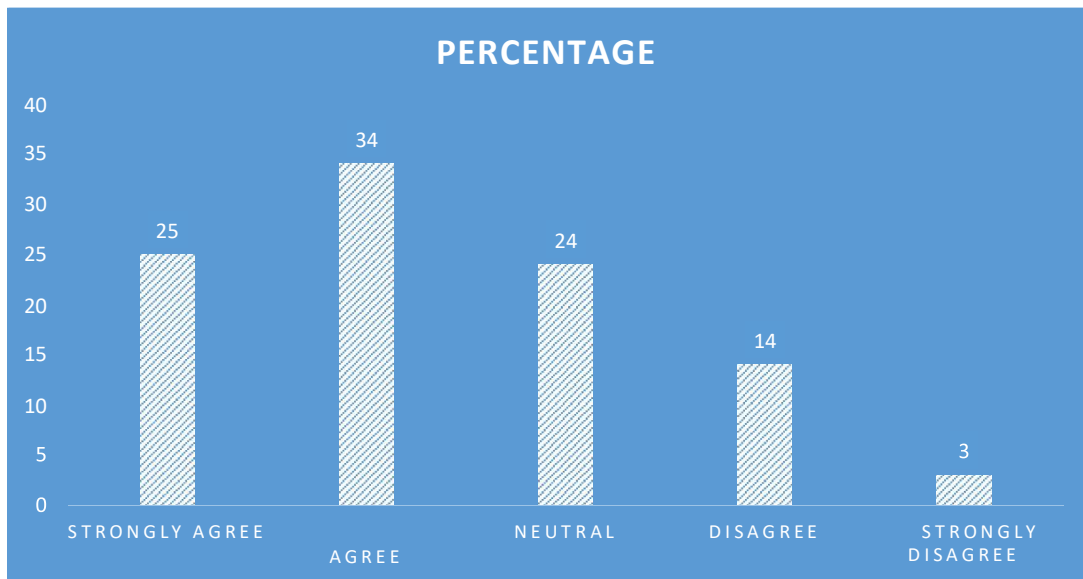
The above table and graph shows that, 20% respondents are strongly agree, they prefer new products even if its price is more or less. 33% respondents are agree, 36% respondents are neutral, 7% respondents are disagree, and they do not prefer new products even if its price is more or less. And remaining 4% respondents are strongly disagree, they do not prefer new products even if its price is more or less.

Table No: 5

Question 5: Do you change your decision negative image of the product to positive or vice versa only because of advertisement?

Parameters	No. of Respondents	Percentage %
Strongly Agree	25	25%
Agree	34	34%
Neutral	24	24%
Disagree	14	14%
Strongly Disagree	03	03%
Total	100	100%

Chart No: 5



Source: Primary data

The above table and graph shows that, 25% respondents are strongly agree that customers negative image convert to positive or vice-versa, 34% agree, 24% are neutral, 14% respondents are disagree with decision and remaining 3% respondents are strongly disagree with the decision negative image of the product to positive or vice-versa only because of advertisement.

FINDINGS

The present study was conducted by means of questionnaire from customers/ respondents. The data was processed for awareness towards advertisement, medium you came to know, selection of new product, price of the product, image of the product and the data of remaining questionnaire is based on the data that we have processed in our present study. Correlating the remaining questionnaire to the mentioned data and on that basis some important things or findings are collected, majority of the customers i.e., 93% are aware of all the media's of advertisement, mostly 43% respondents are aware about all media's of advertisement through friends, 51% and 32% respondents prefer two major media word-of-mouth advertisement and TV advertisement for the selection of new products respectively, Majority i.e. 55% respondents agree that advertisement improve their knowledge about the new product, 60% respondents agree that the statement of advertisement completely satisfy their requirement to



purchase a new product, 36% respondents are neutral means they prefer new product even if its price is more or less, 34% respondents agree and they change their decision from negative image of the product to positive or vice-versa, majority of the respondents prefer Word-of-Mouth Advertisement they give the excellent rank to this media of advertisement and the rank given by the respondents to the print media is worst, Influencing power and experienced suggestions are responsible factor to attract the customers for new products, 74% respondents strongly agree that advertisement is important source to take own decision. 49% respondents are loyal towards advertisement and they purchase product again and again, some respondents describe advertisement is honest, trust worthy and reliable.

CONCLUSION

A portion of people are not aware of all the different types of advertising media. Impact of Word-of-Mouth Advertisement is more effective advertisement media than another types of advertising media i.e. TV Advertisement, print media, online advertisement, radio advertisement, Bill Boards, Direct mailing, phone advertisement, etc. Influencing power, and experienced suggestions plays an important role to attract the customers. It is found that customers are more loyal towards advertisement which they prefer most, the customers are satisfied with the advertisement. Most of the people describe the word-of-mouth advertisement by the word trust worthy and reliable. Customers agree that the statement of advertisement improve their knowledge about the new product.

Reference

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