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## Effectiveness of Ad Campaign for Soft Drinks in Hyderabad City

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### ABSTRACT

Advertising is an important aspect of the companies to promote their product and generate sales. It is also important for the companies to know whether their advertising campaigns are effective. This paper extends research on linking advertisement factors which effects consumer Preference for soft drinks [aerated drinks]. This research encompasses various attributes of advertising campaigns and the effect of ad campaigns on the attitudes and behaviours of consumers, it tries to highlight various dimensions of ad campaigns influencing on the consumers.

**Keywords:** Ad Campaigns, Consumer Behaviour, Aerated Drinks, Dimensions of Ad, Consumer Attitude, Preferences, and Prospects.

### REVIEW OF LITERATURE

Advertising is more than a tool for selling. It has one overriding task, that is to create an image a product in the prospects brand in relation to competitors, so as to created distinctiveness and preference. To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of Researchers undertaking in this area. Although the review involved a large number of studies only a few studies which have a direct and indirect bearing in the present study have been reviewed.

**Strout R (2008)** in his case material "Pepsi and Madonna" examines the use of entertainment personalities in advertising commercial products through the example of Pepsi's use of Madonna. It illustrates how companies try to tie the success of the artist to their product. The paper demonstrates the need for clear evaluation of the celebrity endorser, their public image, and if the relationship between the artist and the product applies to the advertising rules. When Pepsi picked Madonna, the choice turned out to be too hot to handle. The \$5 million campaign featuring the extravagant vocalist had to be scrapped because of its links to Madonna's highly controversial "Like a Prayer" music video."

**David H. Silvera, Austad B (2008)** This study examined whether consumers infer that celebrity endorsers like the products they endorse and presents a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Participants in two experiments examined written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

**Goddard L, Wilbur N (2009)** This study provide a starting-point for further research on negative information transference in the celebrity endorsement relationship. It is crucial that organisations be aware of the risks associated with using celebrities to endorse their stores and products. Given that these results provide tentative support for the commonly held belief that a decline in the celebrity's image can impact the image of the brand.

**John Deighton: The Effect of advertising on repeat purchasing,**

The authors examine the repeat purchase effects of an advertising campaign. They draw on consumer behaviour theories of framing and usage dominance to formulate a logic choice model for measuring these effects. They estimate the model using single-source scanner data. Their results suggest that advertising campaign induces repeat purchasing by the consumers they illustrate the magnitude of this effect and explore potential profitability. Lalitha Balakrishnan\* and C.Shalini Kumar:

**Thomas Michael study on Carbonated Beverage Market with Reference to Coca-Cola**

The collected data from the survey shows that brand preference exists in the carbonated beverage market and the media efforts affect consumer preferences and their brand choice. Out of 8 different carbonated beverage brands which featured in this study, Coca-Cola topped the brand preference table in the carbonated beverage industry. Hence it is clear that Coca-Cola is the favourite carbonated beverage among consumers. Based on this study, advertisement and taste are the major factors responsible for the success of Coca-Cola. The implication of this is that, other

**Biswas S, Hussain M, O'Donnell K** say that there is a positive, although moderate, impact of celebrity endorsements on attention and exposure of consumers. Implications for marketers as well as suggestions for future research are discussed. The article is of the view that although there is considerable risk in endorsing celebrities for products and services, the firms need to analyse the various factors that can reduce such risks and hence increase the likeability of transfer of leverage of the brand image from the celebrity to the products and services.

**OBJECTIVES OF THE STUDY**

1. To know the most effective media of advertisement
2. To find out the reasons for liking the advertisement of cold drinks.
3. To find out the most popular slogan of advertisement regarding cold drinks.

**RESEARCH METHODOLOGY**

**Research Design:** The research design is the blueprint for the fulfillment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analyzing needed information

**Descriptive Research** is used in this study as the main aim is to describe characteristics of the phenomenon or a situation.

**Data Collection Methods:** The source of data includes primary and secondary data sources.

**Primary Sources:** Primary data has been collected directly from sample respondents through questionnaire and with the help of interview.

**Secondary Sources:** Secondary data has been collected from standard textbooks, Newspapers, Magazines & Internet.

**Research Instrument:** Research instrument used for the primary data collection is Questionnaire.

**Sample Design:** Sample design is definite plan determine before any data is actually obtaining a sample from a given population. The researcher must decide the way of selecting a sample. Samples can be either probability samples or non-probability samples.

**Sampling Technique:** Convenience

**Sample Size:** Respondents.100

**Area of Study:** Hyderabad

**SOFT DRINKS CHOSEN FOR STUDY**

- i) Coca-Cola, ii) Thumbs-up iii) Pepsi iv) Maaza and v) Sprite

**DATA ANALYSIS AND INTERPRETATION**

**TABLE 4.1  
RESPONDENT'S CLASSIFICATION ACCORDING TO AGE**

Age (in years)	No. of respondents	Percentage
Up to 20	45	45
21-40	35	35
Above 41	20	20
Total	100	100

Table 4.1 shows that 45% of the respondents are in the age group of up to 20. 35% are in the age group of 21-40 and 20% are in the age group of 41 and above, it indicates that the soft drinks are more attractive to the younger generation so we can accept that the age factor does influence on choice of drink

**TABLE 4.2 Gender impact on soft drink preference**

gender	No. of respondents	Percentage
Male preference	58	58
Female preference	30	30
No preference	18	18
Total	100	100

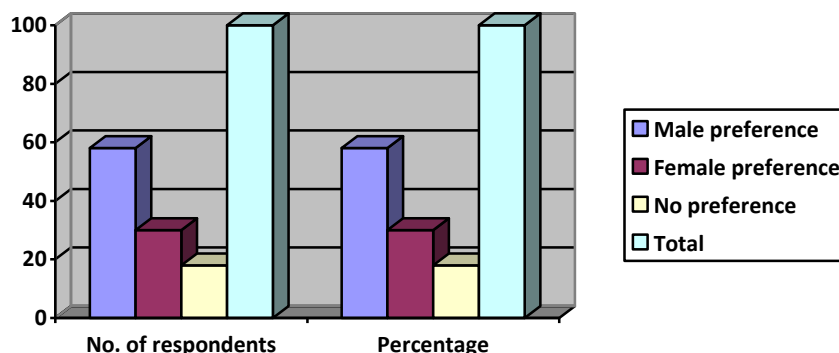
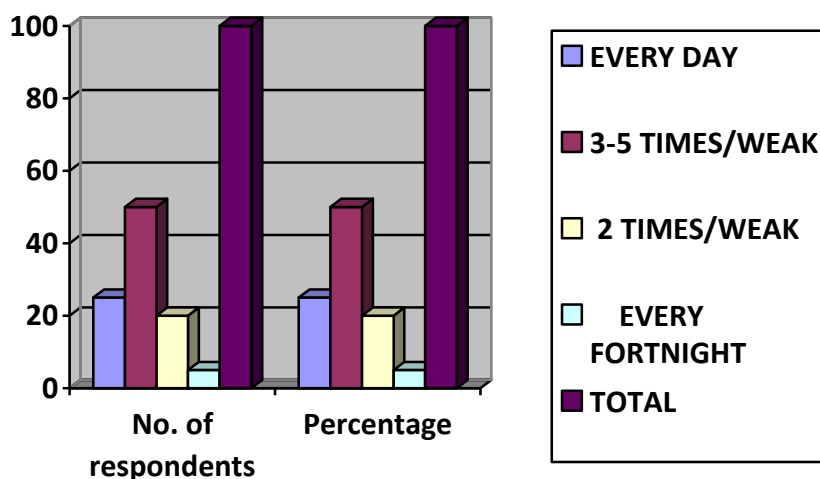


Table 4.2 shows that 58% of the male respondents prefer soft drink, 30% of the total respondents do not prefer soft drink and they belong to further gender and around 18% respondents do not have any preference for any soft drink

**TABLE 4.4 Frequency Drinking Soft Drink**

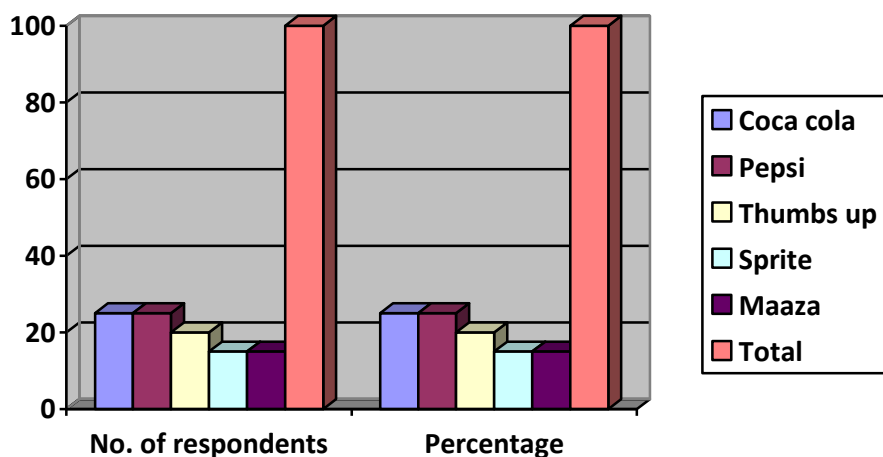
FREQUENCY	No. of respondents	Percentage
EVERY DAY	25	25
3-5 TIMES/WEAK	50	50
2 TIMES/WEAK	20	20
EVERY FORTNIGHT	5	5
TOTAL	100	100



The table indicates that there are 25 respondents out of 100 who prefer soft drink every day, the majority of respondents around 70 drinks 2-5 times in weak, and few respondents 5% of the total consumes every fortnight, it indicates that the market for a soft drink is green and the companies must keep ad campaigns continue.

TABLE 4.7 Preference of Cold Drink

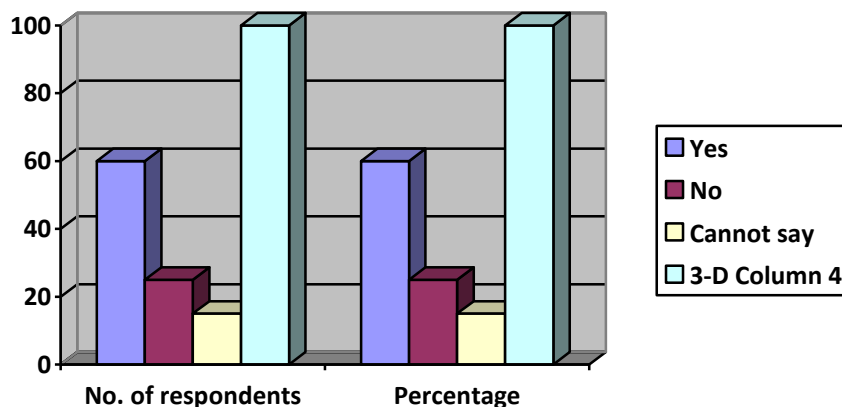
Which cold drink you like most	No. of respondents	Percentage
Coca cola	25	25
Pepsi	25	25
Thumbs up	20	20
Sprite	15	15
Maaza	15	15
Total	100	100



The analysis shows that the soft drinks of Pepsi, Coca cola, and Thumbs up captures maximum share of soft drink, this group forms around 70% of the respondents, the sprite took 15 % of consumers while the Maaza recorded 15% of respondents.

**Table 4.9 Need of Advertisement campaigns For Soft Drink**

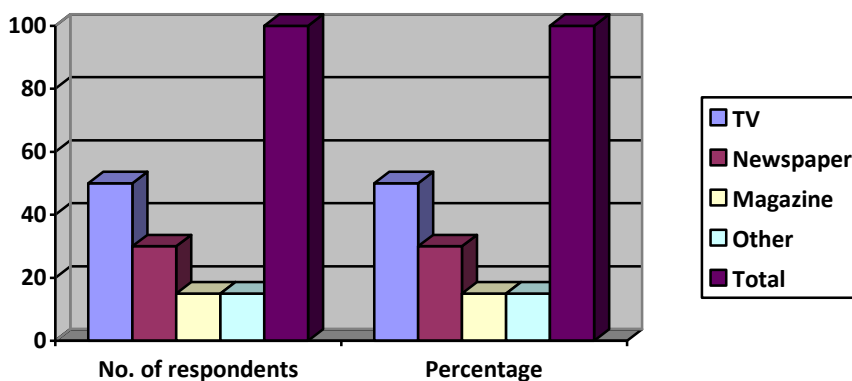
Do you think advertisement is required	No. of respondents	Percentage
Yes	60	60
No	25	25
Cannot say	15	15
	100	100



Majority of the respondents are in favour of need for advertising campaigns for soft drinks, around 60% believes that the companies must involve in advertising campaigns and 25% of the respondents believes that it is not required for soft drink and always there will be respondents who cannot answer and these respondents are 15 out of 100.

**TABLE 4.10 Which Media Is Suitable In Your Opinion**

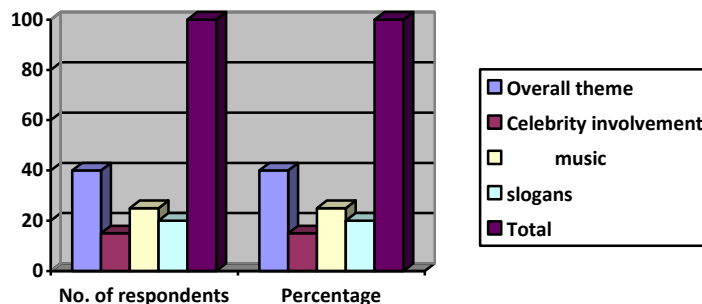
SUITABLE OPINION	No. of respondents	Percentage
TV	50	50
Newspaper	30	30
Magazine	15	15
Other	15	15
Total	100	100



Maximum consumer believes that the most appropriate media for ad campaigns of soft drink would be TV, the newspapers take the second position in preference of media, amounting to 30% of the total, whereas the magazines and other forms of media took 15% favour from respondents.

**TABLE 4.13 GOOD COMPONENT OF AD COPY**

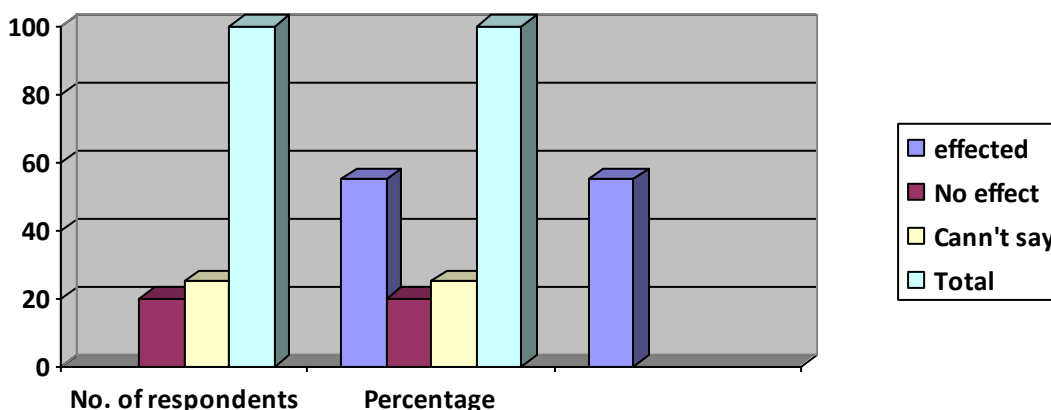
GOOD COMPONENT OF AD COPY	No. of respondents	Percentage
Overall theme	40	40
Celebrity involvement	15	15
music	25	25
slogans	20	20
Total	100	100



The consumer prefers not a single component of ad copy but prefers overall presentation, almost 40% of respondents are in favour of good theme and presentation, 25% preferred music in the ad, slogans preferred by 20% and less amount of preference by the consumer is given to celebrity involvement.

**TABLE 4.14 Effect of Advertisement on Consumption**

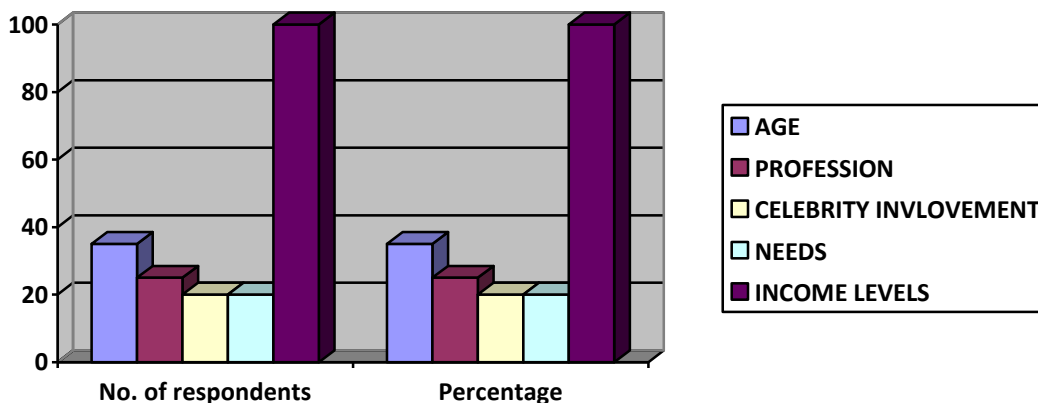
Effect of ad on consumption	No. of respondents	Percentage
effected	55	55
No effect	20	20
Can't say	25	25
Total	100	100



Majority of the respondents say that their consumption is affected by the ad campaigns around 55% of the respondents are in this category. The respondents who are not affected by ad campaigns are 20%. There are 25% respondents who say that they cannot say anything in this regard.

**PERSONAL FACTORS FOR ADVERTISEMENT EFFECTIVENESS**

WHICH FACTOR YOU CONSIDER MORE RESPONSIBLE	No. of respondents	Percentage
AGE	35	35
PROFESSION	25	25
CELEBRITY INVOLVEMENT	20	20
NEEDS	20	20
INCOME LEVELS	100	100



The advertising campaigns are affected by the personal factors as well, 35% of the total respondents say age will have effect on ad campaigns effectiveness, 25% says that profession effects the ad campaign effectiveness, 20% says that celebrity involvement will effect of ad campaigns, 20% says that the consumer needs are responsible for effectiveness of ad campaign

**FINDINGS**

- 84% of the respondents said that TV is the most effective medium of advertisement.
- 60% of the respondents said that they like the advertisement of cold drinks because of its theme whereas, 14% said that they like celebrities in the advertisement.
- Some 32% of the respondents said that ' yeh Dil mange more ' is the most popular slogan whereas 28% of the respondents said that ' yara da Tashan ' is the popular slogan.
- Majority of respondents are of the view that advertisement is very necessary for a cold drink.
- Majority of respondents sees the advertisement of the cold drink they like most.
- Majority of the respondents like cola flavor of cold drink
- Equal number of respondents like the brand of Coca Cola and Pepsi

**SUGGESTIONS**

We reached some suggestions:

- The advertisement should not be too expensive because the advertisement leads and increase the prize of the product.
- Media should be selected according to the choice of customers.
- In rural areas, media should be according to the choice of the people.
- To give more attention in making the advertisement to make it effective for the sale of cold drink.
- Price should be decreased so as to attract the consumers to use the product more.

- To give attention to the weak media of advertisement so that the consumers come to know about the product.
- It should be attractive one so that people are attracted toward the advertisement.

#### **LIMITATIONS**

- The project relied mainly on the primary data.
- Consumer gives very unclear picture.
- We have a limited time.
- The study is based on a limited sample.
- I begin my first attempt to undertake such a study, thus the inexperience is also an obstacle to accomplish the project in a proper way.
- It was also difficult to get proper information from the people because they were indulging in some other activities.

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