

ADVERTISEMENT IS THE MOST POWERFUL TOOLS IN THE PURCHASE OF GOODS AND SERVICES WITH A SPECIAL REFERENCE TO MERCHANT BANKING - A STUDY

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ABSTRACT

The study is full content of the advertisement is an essential tool in the decision making of purchase of goods and services with the effective utilize the real value at the stage of introduction to development in the world level market. So in this study is concentrate what are the important part of the advertisement in the nature of marketing of goods and services to the general public of merchant banking. The people are ready to purchase the new product only by the way of advertisement, it will gives very positive thoughts of the product at most level of competitions. This study contain introduction, objectives, scope, tools of study, findings, suggestions, future of the study and also the conclusion about the whole study.

(Keywords: Advertisement, Merchant banker, Services, Customers, Best of service providers)

INTRODUCTION

Advertisement is the heartbeat of the product and also the producer, we want understand what is the meaning of advertising and the advertisement in briefly¹.

Advertising

Advertisement

Advertisement as public announcement of goods, etc. for sale. It further says to advertise means to describe and praise in public medium to promote sales².

From the above information about the advertisement is one of the powerful tools for promoting of goods and services from the producer to the consumer. The consumer and customers all are needed to satisfy their personal requirements; these kinds of references are the important in the stage of developing. The consumers want to know about their effective utilization of personal needs with the help pure advertisement and the advertising agency⁷.

IMPORTANCE OF ADVERTISEMENT

The necessity of the advertising is useful tools in the present society; advertising agency people may also used these kinds of attractiveness of product and services. The agency people may to attract the general public only for the purpose of huge level of marketing their publicity⁵. The publicity of the advertisement is making the world famous the particular kind's product, so the advertisement is most of the possible way for the developing stages. The advertisement is not only for the concentration of profit its also try to make a high level of rotation on the marketing of product and services². The product to promote from the producer to consumer by the identical way of advertisement and the personal selling⁴. The personal selling also the developing the marketing era of particular kinds of product at peak level.

NECESSITY OF ADVERTISEMENT

Advertisement is an important tools for the coverage of the whole world under one roof, the roof is an essential in the present and also the future of the organisation and the general public. The product is not ready to introduced there self, they need to one of the introducer in the marketing field⁸. The field of marketing must to develop their product to the next level of promotion; these kinds of procedure must to take the responsibilities of the product. The consumer tries to know their original value of goods and services and must to take care of the advanced level⁶. This level of promotion to keep up the last movement of individual life of product.

OBJECTIVES OF THE STUDY

1. To find the reason for taking care of their personal product of merchant banking.
2. To understand the critical situation of consumer and customers at the unwanted advertisement in the banking sector.
3. To arrange remedial measures of the fraudulent activities of the advertising agency of merchant bankers.

Research Design: Descriptive Research Design

Sampling Methods: Convenient sampling method has been adopted to collect data from customers.

Sample Size: 360

Method of Data collection: Surveys questionnaire with Personal Discussion.

SCOPE OF THE STUDY

1. The advertisement is not only for making awareness of the banking product but also the how to take real solution of the illegal mater of advertisement.

2. Advertising is useful way for making a effective utilization of banking product without wastage of time and also quality.
3. The consumer and customer ask any quarries on the basis of use and re- cycle of the particular kinds of banking product.

LIMITATIONS OF THE STUDY

1. The advertisement fix a high prices of products and services of banking sector.
2. Misdirection of purchasing power and dangerous distractions banking product.
3. Most advertisement promotion of social evils and confusion about characteristics of banking products.

REVIEW OF LITERATURE

Maheshwari, Seth & Gupta (2016) in their article “An Empirical Approach to Customers Buying Behaviour in Indian automobile sector” has concluded that advertisement effectiveness positively influences customers buying behaviour in banking.

Kumar & Raju (2013) in their paper “The Role of Advertising in Customers Decision Making” have found that advertisement are able to change the customer’s opinion about a particular product.

Ha, John ,Swinder & Murthy (2011) in their research paper “ The Effects of Advertising Spending on Brand Loyalty in Services “ have discovered that advertising spending has impact on customers perceived quality of the product , customers loyalty and satisfaction level.

FRAMEWORK OF ANALYSIS AND ANALYTICAL TOOLS

QUALITY OF THE ADVERTISEMENT VERSUS LITERACY LEVEL OF THE CUSTOMERS

CHI SQUARE TABLE

O	E	(O-E)	(O-E) ²	(O-E) ² /E
20	20	0	0	0
10	11	-1	1	0.0909
25	17	8	64	3.7647
30	24	6	36	1.5000
5	12	-7	49	4.0833
10	16	-6	36	2.2500
20	28	-8	64	2.2857

15	15.40	-0.40	0.1600	0.0103
10	23.80	-13.80	190.400	8.0016
40	33.60	6.40	40.9600	1.2190
25	16.80	8.20	67.2400	4.0023
30	22.40	7.60	57.7600	2.5785
30	24	6	36	1.5000
15	13.20	1.80	3.2400	0.2454
25	20.40	4.60	21.1600	1.0372
20	28.80	-8.80	77.4400	2.6888
10	14.40	-4.40	19.3600	1.3444
20	19.20	0.80	0.6400	0.0333
360	360			36.5442

CHI SQUARE

Df: $(r-1)(c-1)$

$(6-1)(5-1)$

20.

Table value: 31.410

Calculated Value: 36.5442

Result:

Since the calculated value of Chi Square is greater than the table value of X^2 , H_0 rejected. So the Respondent literacy level is influenced by the quality of advertisement.

Hence there is evidence of association between literacy level and by the quality of advertisement.

MARKETING PERFORMANCE VERSUS CUSTOMERS TURNOVER

CHI SQUARE TABLE

O	E	(O-E)	(O-E) ²	(O-E) ² /E
28	28.32	-0.32	0.1024	0.0036
17	25.44	-8.44	71.2336	2.8000
35	18.72	16.28	265.0384	14.1580
30	34.56	-4.56	20.7936	0.6016

10	12.96	-2.96	8.7616	0.6760
52	40.12	11.88	141.1344	3.5178
47	36.04	10.96	120.1216	3.3330
10	26.52	-16.52	272.9104	10.2907
45	48.96	-3.96	15.6816	0.3202
16	18.36	-2.36	5.5696	0.3033
28	30.68	-2.68	7.1824	0.2341
32	27.56	4.44	19.7136	0.7152
10	12.96	-4.04	16.3216	1.1625
360	360			38.1160

CHI SQUARE

Df: (r-1)(c-1)

(5-1)(4-1)

12.

Table value: 21.026

Calculated Value: 38.1160

Result:

Since the calculated value of Chi Square is greater than the table value of X^2 , H_0 rejected. So the marketing performance is influenced the customers turnover.

Hence there is evidence of association between marketing performance and the customer's turnover.

IMPLICATION

In this studies we took one of the most identified points is all the customers are expecting real value of goods and services only on the basis of long run his personal life of the product of merchant banking. The products are easily to reach the customers by the way of advertisement and the personal selling. The personal selling not valid scheme because door by door they want to meet a customers and also the consumers, these kinds of people not willing buy the product by his way getting. So advertisement is one of the most usable way for reaching large level of customers and the consumers at the needed numbers. The numbers users all are going to give a suggestions to their friends and relative only on the basis of real situations.

FINDINGS

1. From the above study all the people are like right kinds of advertising to attract them.
2. Most of the respondents are having ideas to getting a quality product from the way advertisement only.
3. Most of them having mentality to making a clear way for giving guidance to the general public for the general usage of goods and services of the banking sector.
4. Number of customers having a good thoughts about the originality not changed from the stage first to last stage.

SUGGESTIONS

The study may going to give one of the suggestions is all the product are sold by the marketers is not a very easy task but it was very simple in the way of advertisement. Advertisement is not only the product promotion its also the image of the product between producers and the users. The users must want to the quality and availability of services form the marketers of advertising agencies in present society. The present societal people all are necessity to understand the real value of advertisement in the modern society at top level of organisation. The organizational performance not for profit but also the creativity of good image of product from the customers and customers points of view. These kinds of points of view make a awareness of the product about the customers in the buying level. The buyers all are not customers; he buys products at regularly with the sum of expectations for fulfilling their personal needs and wants. These type's needs and wants must to make a clear ideas of the public at the huge level of appreciations.

FUTURE OF THE STUDY

The study is give a very clear way for promoting their product and other kinds of related activities at the top level of performance, these kinds of performance must to take a serious action of the present and future satisfaction the public people. The public must to give a high level support of the side of producers and the customers. The customers and consumers make a rule for the need of successful running business with a having any break. These kinds break going to give negative thoughts of producers and manufacturers, that's the way may not grow upto the stage expecting. The future of the marketing of advertising is fully based on the regular support of the consumers and customers at the last level also. So, they are trying to give full support to the advertisement and agency. The purpose of the advertisement is concentrating their public level of customers.

CONCLUSION

The conclusion of the above study is giving a final decision is all the product are produced only for the fulfilling customers and consumers needs and wants. These kinds of needs and wants finally reached one of the stage of conclusion , that is only one is consumer is the king in the marketing field so we want to produced all kinds of product to protect interest of the customers. The interest is must to make clear fundamental ideas of making solution with specified timing. The advertising all are providing at a correct time and correct situations of societal people mentality. The mentality of the people is asking their basic needs form the way of usages. The advertisement is one of the most powerful tools for making right decision of purchasing goods and services from merchant banking.

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