

Role of advertising for entrepreneurs

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ABSTRACT

The present investigation was carried out with the objectives, to get the knowledge of entrepreneur regarding different sources of advertisement, to seek different advertising techniques used by entrepreneur, to study the role of advertising in marketing, and finally to study the amount spent on advertising. The investigation was carried out in Nagpur, Maharashtra State. For this investigation, 100 entrepreneurs were selected from five zones of the city randomly. Information was collected through questionnaire-cum-interview method and suitable statistical techniques were used. It was concluded that 77 per cent entrepreneurs were found using pamphlets for advertisement, where as a very negligible percentage of entrepreneur used brochure for advertisement, 60 per cent entrepreneurs used exhibition marketing strategy whereas 10 per cent entrepreneurs preferred door to door sale practice. Entrepreneurs initially spent approx. Rs. 6000-10000 for advertising. This amount for advertising was found to be suitable for entrepreneurs, as it was an annual feature for them. Entrepreneurs were found using special schemes for sale of their products. Most of the time, the entrepreneurs were found preferring occasion-wise schemes followed by 'buy one get one free'.

KEY WORDS : Advertisement, Entrepreneurs, Marketing

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INTRODUCTION

Advertising involves a commercial viable language of appearances and image in which commodity relation systematically penetrates and organizes cultural meaning. Davar Rustam (1977) emphasized that markets are flooded with various kinds of future consumer durables as a result of globalization and liberalization of the Indian economy. A consumer purchases various commodities for their basic needs in order to sustain life. Due to advancement in science and technology, the global competition has brightly brought into the universal market a wide variety of commodities.

Advertisement is the most important part in marketing. In olden days, entrepreneurs used to do door to door advertisement of their products one who was manufacturing a particular products and the next generation was also found doing the same job. So, there was no need of much advertisement of particular product. But now trend has been changed, any person can manufacture any product if he /she has knowledge of manufacturing that particular product. So, competition took place. Advertisement of any product

becomes the most important in today's life (William, 1984).

METHODS

Methodology plays an important role in conducting the research. As full research work depends on the method which one is using for survey and also for statistical part.

Locale of study:

The present investigation was conducted in Nagpur city of Maharashtra state.

Preliminary survey:

This survey was done before conducting the final survey. In the preliminary survey, it was seen that whether all the questions were properly framed or not.

Selection of sample:

For this research, the survey method was selected. As it is considered that the sample which was selected is the representative of the universe so, through this survey method we were able to get more information about the advertising techniques used by the higher middle income

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group entrepreneurs.

For the present investigation, five zones were selected *i.e.* East, West, South, North and Central etc. Samples were selected randomly from five zones of Nagpur city.

Selection of subject:

The higher middle income entrepreneurs were selected for the research, as these techniques are used by middle income group entrepreneurs to sale their products. Sample of 100 enterpreneurs were taken for this study.

Framing of questionnaire:

After conducting the preliminary survey, the final questionnaire was prepared, so that some questions which were not included in the preliminary survey, like personal selling, were added in final questionnaire. The final questionnaire was properly framed with all necessary questions required to know the advertising techniques used by the entrepreneurs.

After that the questionnaire was prepared and was subdivided under the following heads:

General information:

Entrepreneur’s home, age, education, total monthly income, income of the family, address etc. have been included in general information.

Specific information:

In this, sources as well as techniques, media used and predictable areas for advertising were included.

Analysis of data:

For analyzing the data different steps were taken.

Percentage:

Percentage was obtained from proportion by simply multiplying 100.

Arithmetic mean:

Arithmetic is the most popular and best form of average.

Diagrams:

The diagram looks attractive and the thoughts are easily communicated to the person for whom they are meant.

OBSERVATIONS AND ANALYSIS

Fig. 1 implies that 40 per cent of entrepreneurs spent

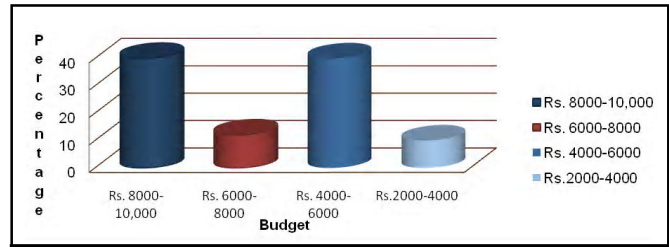


Fig. 1 : Budget for advertising

4000 to 6000 and 8000 to 10,000 rupees on budget for advertising, whereas 10 per cent entrepreneurs spent 2000 to 4000 budget for advertising. It can be concluded that entrepreneurs spent approximately Rs. 5,779.5 for advertising. Each entrepreneur was found able to afford this amount for advertising as it was done yearly.

Fig. 2 shows that 77 per cent entrepreneurs were found using pamphlets for advertisement where as a very negligible percentage of entrepreneurs were found using brocheure for advertisement. Pamphlets were found to be the best advertising source followed by television and news papers. Pamphlets reach directly from home to home so consumer easily gets information and even the product. It was very easy to read as well as understand compared to the news papers and television. The pamphlets are the cheap source of advertising. Everyone reads newspapers and gets information about the product. Television is the best media for advertising, everyone watches television regularly and advertisements also appear frequently. So everyone get information about the product. Nanda Devi (1995) concluded that television is a powerful marketing strategy as well as it was a popular media for purchase of the product.

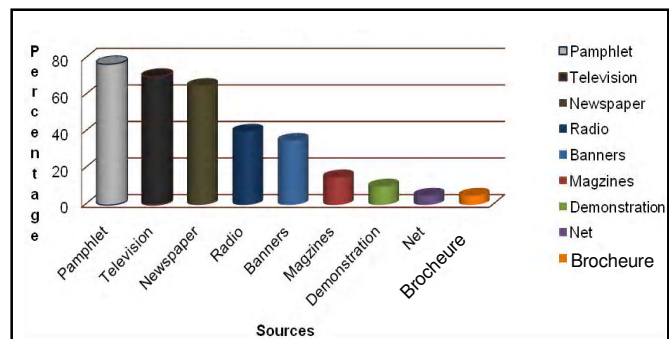


Fig. 2 : Knowledge regarding different sources

Fig. 3 depicts that 60 per cent entrepreneurs were found using exhibition marketing strategy, whereas 10 per cent entrepreneurs preferred door to door sale practice. Exhibition was the common advertising strategy followed by sale through personal communication. Now-a-days exhibition is considered as a place where one could get

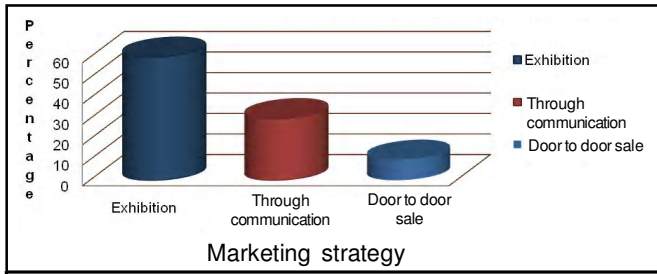


Fig. 3 : Advertising techniques used by entrepreneurs

information about various products; under one roof. So, it was a common advertisement technique which is being used by the entrepreneurs.

Fig. 4 depicts that entrepreneurs used special schemes for sale of their products. Most of the times the entrepreneurs used occasion wise schemes followed by buy one get one free. In occasional festival, people buy lots of products during festival season for their homes and their family members. In festival, people want to decorate their house in that season people get lots of products. So, an entrepreneur used different schemes in occasions like win gold coin, special prizes, lucky draw etc. So they can attract to the customers

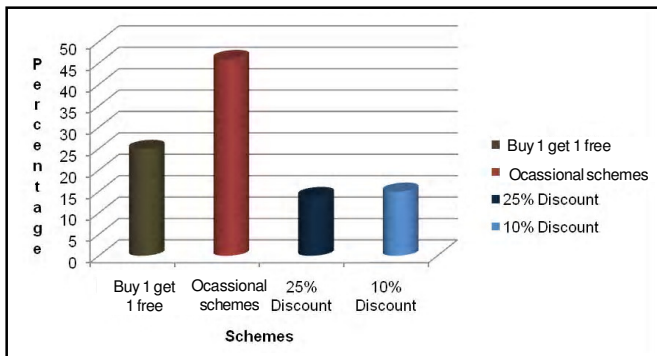


Fig. 4 : Schemes used for advertising

Cent per cent entrepreneur thought that advertising is the most effective form of selling the products. More and more people come to know about the product, which ultimately increases their sale. Advertising is the most important strategy of marketing.

Conclusion:

From the discussion it is concluded that pamphlets, newspaper and television were the most common advertising sources used by higher middle income entrepreneurs. Exhibition was the common advertising strategy, followed by sale through personal communication. Approximately Rs. 5779.5/- was the amount, yearly spent on advertising. According to entrepreneurs, if advertising was done yearly they can concentrate on proper advertising campaigning. Attractive advertisement through exhibition was preferred, because of which customers get attracted towards it, and ultimately they visit the exhibition. For advertising products an entrepreneur used special schemes like win gold coin, special prizes, lucky draw etc. The most preferable scheme was occasional scheme. An entrepreneur thought that the advertising is the most effective strategy of marketing.

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