

A STUDY ON ADVERTISING AND PROMOTIONAL STRATEGIES AT CHANDRIKA SOAP AND AYURVEDIC COMPANY, KACHARKANAHALLI

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ABSTRACT

This research digs into the advertising and promotional techniques used by Chandrika Soap and Ayurvedic firm, with the goal of elucidating the intricate ways by which the firm efficiently reaches its target audience and maintains its market position. The use of Ayurvedic concepts into their goods adds an intriguing dimension to their marketing strategy. The study investigates how Chandrika Soap distinguishes itself in a market filled with consumer products through its distinctive advertising strategies.

INTRODUCTION

Effective advertising and promotional techniques are critical in shaping a company's market presence and driving its success in today's competitive business world. This research delves into the ever-changing world of advertising and promotional methods, concentrating on their use in the context of Chandrika Soap and Ayurvedic Company. The combination of ancient Ayurvedic knowledge and modern marketing strategies makes Chandrika Soap a captivating case study, providing insights into how a firm may harness its distinct character to attract people.

Factors influencing advertising and promotional strategies.

1. Target audience
2. Product or service
3. Competition
4. Budget constraints

IMPORTANCE OF ADVERTISING AND PROMOTIONAL STRATEGIES

1. **Brand Awareness:** Advertising and promotional tactics help brands become more visible and well-known to the target market, which helps them become more identifiable and memorable.
2. **Customer Reach:** Businesses may tap into new markets and demographics by using effective advertising to reach a bigger audience outside of their existing network.
3. **Promotional methods** are crucial for releasing new goods or services and pepping up interest and arousing curiosity among prospective buyers.
4. **Competitive Advantage:** Effective advertising and promotions distinguish a brand from rivals by articulating distinctive value propositions and persuading arguments for choosing the brand.
5. **Sales Boost:** Promotions that stimulate rapid purchases, such as discounts, one-time offers, or package deals, increase sales and income.
6. **Consumer education:** By communicating information about a product's characteristics, advantages, and usage, advertising aids consumers in making wise selections.
7. **Brand Loyalty:** Regular Promotion and Positive promotional interactions encourage consumer advocacy and repeat business through repeat customers and referrals.
8. **Market positioning:** Through advertising and promotions, companies are able to take advantage of customer perceptions to place themselves in the market according to criteria like quality, price, or innovation.

LITERATURE REVIEW

1. Vecchio, Del, Devon, et al. (2016): In this study, the researcher investigated the impacts of brand preference. & Advertising and Promotions
2. Chiew, Nelson, Oly, and Ndubisi (2017): The influence of special offers is considered in this study utilizing techniques such as discounts, vouchers, freebies, and in-store displays.
3. Kumar, V., and Srinivasan Swaminathan (2015): An analyst examined discounted pricing and how its impact diminished as the promotional code aged.
4. Michel et al., Laroche, (2015): During the present research, researchers investigated the influence of discounts on Chinese customers' fast food picture categorization and decision-making.
5. Lewis, Michel (2014): Experts devised a method for simultaneously estimating many variables for a dynamic longevity program. and customary enhancements. They claim that the overall worth of coupons influences customers' buying choices.
6. Simester, L Duncan, and T. Eric Anderson (2004): In this research, the researchers examined how present value increase influences future customer acquisition on three big sizes utilizing an instant male list.
7. Peko, Alexander (2011) According to, this study examines the influence of marketing and advertising on TV advertising revenue. The organization's standard sales marketing approaches and restrictions have been researched to discover how promotional and marketing methods are employed to generate money, as well as how much promotions for sales improve advertising profits. The study is critical because it plugs in and reduces the knowledge gap in promotion and marketing that companies and other media network actors have.
8. Ciochetto (2008) states that because there are more individuals educated, advertisers find it more persuasive to use television (TV) as opposed to print mediums to reach consumers.
9. In Baohong's (2008) review of several studies related to This research used alternative models because of the consequences on product switch and advertising, notably in the legal field. The findings of this investigation indicate that encouragement has a strong influence on brand recognition.

RESEARCH GAP

Examining unexplored topics within the realm of advertisement and promotional tactics might fill a research need. Consider researching developing advertising platforms, the effect of tailored advertising and consumer behaviour, the efficacy of social media marketing, or cross-cultural variances in advertising response. A review of the literature can assist you in identifying areas when there is a lack of extensive research or contradicting findings, highlighting possible research needs for your topic.

RESEARCH DESIGN

When tackling any problem, data must be acquired from the appropriate masses after an instance was chosen. There are various methods for fitting social event data that vary substantially in terms of expense, dedication, and other resources. They can be classified into two groups.

To be specific, two sources of information are used:

1. Primary source
2. Secondary source

SOURCE OF PRIMARY DATA COLLECTION

The primary data is the personal information gathered via surveys. This data will provide users' thoughts on the product. After selecting an example for an issue, data must be acquired via case collection. There are several ways for fitting social event data that vary substantially in terms of cost, timing, and available resources. They may be split into two categories in general.

SOURCE OF SECONDARY DATA COLLECTION

In my research, I also used auxiliary data, which I acquired from a variety of sources, including the media, the internet, newspapers, and magazines.

TOOLS FOR ANALYSIS

The data collected is analyzed with the following tools.

- A. Simple random technique
- B. Charts
- C. Tables

SAMPLING

In the simple random technique customers are chosen as possible units from a total of 200 samples.

RESEARCH OBJECTIVES

1. To analyze the impact of advertising on customers of Chandrika Soaps.
2. To determine the effectiveness of advertising media used by Chandrika Soap Company.
3. To find out the reasons for liking the promotion of Chandrika Soap.
4. To examine the most popular slogan of advertisements regarding Chandrika Soap.

DATA ANALYSIS

RELIABILITY ANALYSIS

Summary of Case Processing

N			%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

Statistics on Reliability

Cronbach's	
Alpha	N of Items
.974	40

DATA INTERPRETATION

According to a Cronbach's Alpha of 0.974, the scale or questionnaire is quite reliable in evaluating the construct, meaning the items consistently measure the fundamental concept. According to a high degree of dependability, the information obtained from the respondents is dependable and consistent for interpreting the theory being evaluated.

CORRELATION

Correlations									
Q4			Q9	Q13	Q18	Q22	Q28	Q39	Q40
Q4	Pearson Correlation	1	.527**	.615**	.615**	.630**	.577**	.501**	.513**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
Q9	Pearson Correlation	.527**	1	.588**	.532**	.533**	.516**	.485**	.446**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001

	N	200	200	200	200	200	200	200	200
Q13	Pearson Correlation	.615**	.588**	1	.622**	.589**	.524**	.543**	.527**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
Q18	Pearson Correlation	.615**	.532**	.622**	1	.745**	.653**	.564**	.587**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
Q22	Pearson Correlation	.630**	.533**	.589**	.745**	1	.600**	.523**	.539**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
Q28	Pearson Correlation	.577**	.516**	.524**	.653**	.600**	1	.531**	.545**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200
Q39	Pearson Correlation	.501**	.485**	.543**	.564**	.523**	.531**	1	.565**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200	200	200
Q40	Pearson Correlation	.513**	.446**	.527**	.587**	.539**	.545**	.565**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200

DATA INTERPRETATION:

The correlation coefficients demonstrate a highly favorable association between the respondents' opinions of various aspects of Chandrika Soap's advertising. This suggests that those who rate advertising more favorably in a particular discipline are more prone to do so in related ones as well. Strong correlations imply that consumers' perceptions of Chandrika Soap advertisements are often constant across several variables, which supports the company's consistent messaging and advertising strategy.

CHI-SQUARE ANALYSIS

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.375 ^a	5	.795
Likelihood Ratio	2.368	5	.796
Linear-by-Linear Association	.069	1	.793
N of Valid Cases	200		

DATA INTERPRETATION:

There is there is no statistically significant relationship between the factors in the survey answers connected to Chandrika Soap's commercials, according to the chi-square tests and their p-values. However, it is important to interpret the results cautiously and consider the limits of the chi-square test in this situation given the relatively low predicted numbers in certain cells.

FINDINGS

- Most customers are satisfied with Chandrika soap's goods, and consumers believe in the product's quality.
- When considering the promotional activities performed by Chandrika soap, consumers are drawn to the brand by discounts.
- Most of them select Chandrika soap due to its high quality, and most responders have heard of it.
- Buyers are persuaded by Chandrika soap advertising and promotion, and commercials are the main method of contacting them.
- Additionally, buyers are pleased with the pricing and the similarity of the company's products to those in the advertisements.

SUGGESTIONS:

- The business needs to improve its distribution network.
- Retailers should be allowed a large margin, and instead of only running ads, the company should focus on other promotional efforts.
- Chandrika soap should lower the cost of its pricier goods.
- The services need to be enhanced.
- Customers should receive more perks.
- Paintbrushes and rollers should be distributed as a set.
- emphasis should be placed on making dust-proof paints widely accessible and the network in remote areas must be enhanced.

CONCLUSION:

in accordance with study's findings, advertising and promotion are likely to possess a big influence on how well an organization performs. Any campaign used by an organization to encourage more usage, experimentation, or advertising of a good or service is known as advertising and promotion.

One of the main components of the communication mix that practically all businesses utilize to increase profitability is advertising and promotion. Numerous studies demonstrate the beneficial effects of this instrument on organizational profitability, while others dispute its potential or lack thereof as a long-term organizational weapon.

At every step of a product's life cycle, advertising and promotion are crucial, but the early and growing stages are when they are most crucial. As a result, the beneficial effects of marketing and advertising on corporate efficiency have boosted organizations' advertising, volume, and profits in terms of consumer product purchases, which will eventually result in greater sales profitability.

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WEB LINKS

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