

A STUDY ON ADVERTISING STRATEGY TOWARDS ANUJ TILES WITH REFERENCE TO SALEM

Selvakarthish S¹, Bharanieswari²

¹*Final Year MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu. Email ID: selvakarthish2211@gmail.com*

²*Assistant Professor, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu*

Abstract—This study investigates the phenomenon of employee absenteeism within the context of Anuj tiles with a specific focus on the Salem region. The research aims to identify the causes and implications of absenteeism, understand the patterns and trends of absenteeism among employees, and explore potential strategies for mitigating absenteeism rates. The objectives of this study include analyzing the factors contributing to absenteeism such as job dissatisfaction, health issues, workplace environment, and organizational policies. Additionally, the study seeks to assess the impact of absenteeism on productivity, employee morale, and overall organizational performance. A mixed-methods approach will be employed, combining surveys, interviews, and data analysis techniques to gather comprehensive insights. The sample population will encompass employees from various departments and levels within Anuj tiles in the Salem region. Findings of this study aim to provide actionable recommendations for addressing absenteeism challenges, improving employee engagement and satisfaction, and optimizing organizational Anuj tiles in Salem.

INTRODUCTION

An advertising strategy is an action plan designed to increase sales of certain products or services, attract new customers, and invite existing ones to make multiple purchases. An advertising strategy is part of the brand's marketing plan, so it must be aligned with the company's objectives

Advertising is any communication, usually paid-for, specifically intended to inform and/or influence one or more people. Simply, advertising is a process of developing a paid communication message intended to inform people about something or to influence them to buy, try, or do something.

STATEMENT OF THE PROBLEM

A problem statement states the challenges faced by your client. The statement may include workflow bottlenecks, resource challenges, or fundamental difficulties, such as understanding a customer base. Advertising and promotion are undertaken through cooperation between the service providers and company manufacturers. The study tries to find out the effects of the different activities on consumer choice of tiles product. The consumers relate information about the service provider with a combination of brand concept and unit usage flexibility. The relationship of variable to choice is significant with only price upward difference with current model showing an inverse relationship and the brand concept commanding the highest positive contribution.

At present it is more serious to support in portion as there are many presumed branch operator on the lookout. These presumed branch item special techniques which in more effective that it actuates the ordinary person in various sections. Consequently because of this it is essential to break down the limited time methodologies of tiles items and its rivals to infiltrate the designated market. Subsequently a review was directed to figure out the relationship and the cooperation between the organization and the client by commercial viability based discounted, administration and so on

OBJECTIVES OF THE STUDY

The general objective of this study was to examine the advertising strategies formulation and implementation practices of tiles industry in order to identify key advertising strategy gaps which the companies need to fill to enhance their competitiveness in the market, and to contribute to existing body of knowledge in advertising strategy.

The specific objectives of the study were to:

To study the advertising strategies among the customers preference to Anuj tiles To study the factor influencing the strategies of advertisement for the brand Examine how the firms formulate their advertising strategies

Appraise how the firms link their marketing enabling environment with their marketing strategies

Assess how firms advertising strategies influence their competitiveness

SCOPE OF THE STUDY

Advertising research increases the knowledge about the market, which helps in building a brand campaign. Analyses changing market: Knowing your customer is very important for any business. A customer's attitude is subject to change with the change in market conditions. There are immense job opportunities in the advertising industry.

LIMITATIONS OF THE STUDY

- The area of study covers Salem town.
- The sample size which is not quite large so it does not provide accurate result of the entire population
- Personal bias of the respondent could influence the authenticity of the data. The sample size was restricted to 120 due to time constraints.
- The sample was taken at random; therefore the shortcomings of the random sampling may also be present in this study.

REVIEW OF LITERATURE

Sriram and Pradeep, (2016) Advertising strategy and marketing conducted by various large Tiles companies operating in Bangladesh is getting increasingly day by day due to newer entrants. The resulting impact is stiffer competition among the established and the newer firms to win over the customers' heart, and at the same time, making profits. Such situations have given rise to a lucrative corporate scenario in Bangladesh. For These logical reasons, i have selected this sector as i have conducted my internship at Ceramics Bangladesh Ltd. My focus is on the policies & strategies taken by the company. Its maintains a competitive advantage over its competitors due to effective marketing policies & strategies taken by the company.

De Pelsmacker et al (2016) advertising may affect the extent of the priming impacts of advertising on value-driven behaviour. In this study, we conduct attitudes toward advertisements as an indicator to measure whether the advertisement by certain Tiles business or entity are considered as how the advertiser desired the target audience to response. How people behave and decide to buy a product or services are affected by some factors. Advertising is considered as one of key factors in the creations of values, beliefs, and behaviors of a certain target audience.

Priyanka P.V and Padma Srinivasan (2017) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

Ates Bayazit Hayta (2017) in their research paper —A study on the of effects of advertising on young consumers' buying behaviours| determines the effects of social media networks on purchasing behaviours of young consumers. The study results indicate that a social media tool directly effects the purchasing behaviours' of consumer, depending upon their age group and educational status. In their bachelor thesis highlighted the evolution of the marketing strategies of businesses and more specifically of their communication strategies, with the important rise of social media influence, which is changing the way people get informed as well as their purchasing decision process. This research underlined the

fact that businesses, small or big sized, have to get online and to use social media and to adapt their business models if they want to stay on top of the competition on their markets.

Onkvisit et al. (2018), an advertisement is considered as standardized when the main theme is being sustained even if the illustration such as the model in the advertisement is being changed. Furthermore, it has been mentioned that —a successful global marketing strategy consists of having a common Tiles brand name, packaging and communications. Some authors have even claimed that a modified advertisement is still considered as standardised advertisement as long as the central theme is maintained. The advertisements standardisation deals with whether each element of marketing (4Ps) should be standardised across countries. The appropriateness of applying standardised advertisements is mainly depending on situation-specific and type of product, consumer characteristics and environmental factors and therefore the advertisements are likely to be accepted by consumers in some countries with standardised approach compared to the others

Keman and Domzal, (2018) Some researchers claim that some tiles products can be easily reached to the similar target consumers across the countries as they are generally young people which they are open-minded, less culturally bound, make more use of international media and contacts. This is profound in luxury products, advance products and new innovations which they are seen to be successful marketed in a standardised way and have further added that this is particularly true when great brand familiarity and 24 transformational execution style was involved.

Kaynak and Kucukemiroglu (2019) have also found that country-of-origin play a significant role as shown by Hong Kong consumers that they prefer tile products compared to their local products. This incident has intensified consumers' response towards the statement of 'everything foreign is good'. Due to this preference, many multinational tiles companies tend to market their products with international celebrities to promote their brand image like in China. Earlier research has been made to 150 US multinationals which was conducted by, has also proved that well-known companies are likely to be successful with standardised advertisements adoption.

Kansos, (2019) In general with all the reasons above, consumers have positive responses towards standardised advertisements. In other words, consumers perceived standardised advertisements as more creative, better in quality of executions and innovative compared to their local counterparts. Furthermore, they defined them as 'more honest, more artistically designed and more pleasant experience' and 'more memorable and more convincing'. With the reasons mentioned above, a survey was conducted again in which reported 58 percent of the tiles organization consumers illustrate positive view towards international advertisements and only 3 percent dislike them. Nevertheless, similar result can still be seen in where the Chinese consumers prefer international advertisements to their local advertisements.

Hensel and Deis (2020) have recommended that marketers must consider all possible avenues to positively used to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed. The strategy must assist in facilitating the social media inputs and discussions. In addition, advertising strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value. The Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them on web. Thus, the impact of consumer to consumer communications has been greatly increased.

Mangold and Faulds (2020) are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a non-traditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers. Providing information to the consumers regarding product of their company closely bounds the customer to the company.

Russell S. Winer (2021) The paper also describes the challenges in social media marketing from the perspectives of the marketing manager. The paper outlines a number of issues that need to be resolved by both managers and academics for the new media to be fully integrated into marketing practice. It also affirms that many companies today are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media. Study also shows that the growth of these sites has led to the notion. But the

marketers have been cautious in using this new medium because of the risk that members of a community will become offended from an over-commercialization of the site.

Lempert (2021) says that customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions. He combines brand awareness and brand association into brand image. They claimed that exposing customers to a brand's information through the WOM sources creates, modifies and strengthens the relationship between the consumer and the brand, to result in WOM that impacts their brand association with it. The higher the consumer contact with the brand, the stronger and more the association will be in the minds of consumers.

Machleit, Allen and Madden, (2022) advertising for familiar brands may achieve different effect compared to the unfamiliar Tiles brands. This may be due to the purpose of the advertisements as unfamiliar brand are most probably trying to create learning and awareness about the brand's benefits. Whereas the purpose of exposure for the familiar brands would be more as a reminder and to update consumers' existing knowledge since they are already familiar with the brand. In spite of that, it is said that once consumers are familiar or loyal to a brand, it may be difficult to change their perception or attitude towards the brand.

Rotfeld, (2022) A decent strategy for advertising should decide the most proper media mix and distinguish the most appropriate path expected to successfully deliver the message wanted by the organizations. This should be a proper budget that is adequate to carry out the occupation. The viewpoint that organizations having a low market of the market share should develop their advertising spending plan so as to help their competitive advantage and awareness of their product or services endeavors. These endeavors will at last help in extending the market share of the Tiles industry.

Brendan James Keegan (2023) contributes to knowledge regarding advertising strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a advertising Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.

Rodney Graeme Duffett (2023) examines the influence of interactive advertising communications on teenagers cognitive, affective and behavioural attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage and demographic variables on young consumers' attitudes toward marketing communications. The study ascertained that marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled —A study on advertising strategy towards Anuj tiles with reference to Salem.

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

SAMPLE DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

POPULATION FRAME

This includes the list of 120 respondents (refer to the analysis of data).

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

METHODOLOGY OF THE DATA COLLECTION

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

SOURCES OF DATA

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

Secondary Data

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made.

TOOLS USED FOR RESEARCH

Simple Percentage Method

Chi-Square

Correlation

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

H₀: There is no significance between the age of the respondents and kind of advertisement mostly like.

ALTERNATIVE HYPOTHESIS

H₁: There is significance between the age of the respondents and kind of advertisement mostly like.

AGE OF THE RESPONDENTS * KIND OF ADVERTISEMENT MOSTLY LIKE

Crosstabulation

Count		KIND OF ADVERTISEMENT MOSTLY LIKE				Total
		Simple	Informative	Creative	Funny	
AGE OF THE RESPONDENTS	Below 25 years	23	0	0	0	23
	25 years – 30 years	8	22	9	0	39
	30 years – 35 years	0	0	40	0	40
	above 35 years	0	0	5	13	18
Total		31	22	54	13	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.263E2 ^a	9	.000
Likelihood Ratio	204.385	9	.000
Linear-by-Linear Association	97.376	1	.000
N of Valid Cases	120		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.95.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	23.237	.000
Measure of Agreement	Kappa	.747	.048	14.099	.000
N of Valid Cases		120			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

RESULT

Since the calculated values are greater the table value. So we reject the null hypothesis. There is no significance between the age of the respondents and kind of advertisement mostly like.

CORRELATION

The table shows that the relationship between experience of the respondents and type of promotional activities attracts customers.

Correlations			
		EXPERIENCE OF THE RESPONDENTS	TYPE OF PROMOTIONAL ACTIVITIES ATTRACTS CUSTOMERS
EXPERIENCE OF THE RESPONDENTS	Pearson Correlation	1	.870**
	Sig. (2-tailed)		.000
	N	120	120
TYPE OF PROMOTIONAL ACTIVITIES ATTRACTS CUSTOMERS	Pearson Correlation	.870**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

NONPARAMETRIC CORRELATIONS

Correlations

			EXPERIENC E OF THE RESPONDENTS	TYPE OF PROMOTIONAL ACTIVITIES ATTRACTS CUSTOMERS
Kendall's tau_b	EXPERIENCE OF THE RESPONDENTS	Correlation Coefficient	1.000	.814**
		Sig. (2-tailed)	.	.000
		N	120	120
	TYPE OF PROMOTIONAL ACTIVITIES ATTRACTS CUSTOMERS	Correlation Coefficient	.814**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	EXPERIENCE OF THE RESPONDENTS	Correlation Coefficient	1.000	.864**
		Sig. (2-tailed)	.	.000
		N	120	120
	TYPE OF PROMOTIONAL ACTIVITIES ATTRACTS CUSTOMERS	Correlation Coefficient	.864**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between experience of the respondents and type of promotional activities attracts customers.

FINDINGS

- Majority 75.0% of the respondents are male
- Majority 33.3% of the respondents are in the age group of 30 years – 35 years
- Majority 28.3% of the respondents are educated in illiterate
- Majority 34.2% of the respondents are experienced in 2 years – 3 years
- Majority 44.2% of the respondents are earning Rs.2,00,000 - Rs.2,50,000
- Majority 49.2% of the respondents are known through television
- Majority 40.8% of the respondents are like this product for design
- Majority 45.0% of the respondents are like creative advertisement
- Majority 46.7% of the respondents are attracted by Discount offers
- Majority 44.2% of the respondents said brand ambassador is very necessary

A Study on Advertising Strategy Towards Anuj Tiles with reference to Salem

- Majority 29.2% of the respondents are consider Kajaria brand before making this product
- Majority 42.5% of the respondents are strongly agree with advertisement & sales promotion provide information about product
- Majority 26.7% of the respondents are attracted by celebrities and famous people.
- Majority 39.2% of the respondents are strongly agree with media advertising influence shopping trend
- Majority 38.3% of the respondents are think good about design of the product
- Majority 33.3% of the respondents said the image is the most important visual element
- Majority 38.3% of the respondents said promotional make good advertising campaign
- Majority 48.3% of the respondents are strongly agree about content advertising
- Majority 51.7% of the respondents are satisfied about Value for money
- Majority 55.8% of the respondents are agree in noise welfare measures
- Maximum 39.2% of the respondents are given first rank for New Product Introductions
- Majority 34.2% of the respondents are think excellent about the company product

SUGGESTIONS

- Price still plays an important role in the industry and it shifts the preferences of quality of tiles among the consumers as the trends are changing people prefer to spend a little more than before and have good look rather than having other products.
- There is still growth potential for granite industry in India as its not been penetrated in all the places in the country.
- Quality of the tiles prepared by the tiles manufacturing industry are improving as they know that consumers are getting aware of the standards implemented by many establishments for granites manufacturing process.
- A lot of opportunities are going to come as soon as the tiles sector gets revived and players of the industry see the importance of linking with company value chain.
- One of the biggest benefactors of this opportunity would be the tiles industry as there are lots of investment possibilities in department of SCM, exports, finance and retail market for the tiles industry.
- New advanced and innovative techniques are being formed like neuro marketing to understand customers and generate appropriate advertising strategies to ensure maximum exposure and sales.
- India has very good advantage in the global context as we have the resources to be the global power in the granites industry, but it cannot be executed unless we have the necessary infrastructure to utilize those resources to its optimum.

CONCLUSION

Tiles industry is one of the biggest emerging markets in India. Tiles industry owes its strong success of managing certain emerging advertising strategies in India. When something is unique and stands apart from other things that will be noticed and checked. The emerging advertising strategies of tiles and granites will raise the GDP by giving importance to an Indian industry. Indian economy will gain if Indian granites and tiles sectors follow the emerging marketing strategies mentioned above. Emerging advertising strategies of tiles industry provide best products of quality and best features as per the preference and demand of the target market. Therefore, as a long term business strategy, tiles companies have to utilize their research and development to make their product quality and variety of designs.

BIBLIOGRAPHY

- Cohn, Paul .R (2008), “Marketing communications: An Integrated Approach”, UK: Kogan Page Limited, p.3.
- Cundiff, E. W., R. R. Still (1968), —Basic Marketing Concepts, Environment and Decisions”, New Delhi: Prentice-Hall of India Pvt. Ltd., p. 545.

Czinkota and Kotabe, (2002), "Marketing Management", Singapore: South Western College Publishing Company, p.518, 527

Emerson, Robert L. (1994), —Consumer Behavior in the tiles Industry. A European Perspective, U.K: Butterworth-Heinemann, Oxford, p.6

Green, P., E. Donald, S. Tull and Gerald Albaum. (1998), —Research for Marketing Decisions, New Delhi: Prentice Hall of India Pvt. Ltd, p. 675.

Kara et al., (1997), —Advertising Strategies for tiles Industry: a customer view, International Journal of Contemporary Hospitality Management, Vol.7, No.4, pp16-22

Rezende and Avelar., (2012), —Factors that influence the consumption of tiles Industry inside the home, International Journal of Consumer Studies, Vol.36, pp 213-240.
