

# IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR A CASE STUDY OF NOKIA

Sangathraj Venkatesh, Master of Business Administration,

D Kanaka Durga, Assistant Professor, Department of Master of Business Administration,

Malla Reddy Engineering College and Management Sciences, Medchal, Telangana – 501401.

## 1. INTRODUCTION:

In the modern business world, announced strategies to keep the company competitive and better for the customer; (Fahy and the important role of Jobs, 2002). For example, along with speed subscribers, it has played an important role; This helps branding and customer relationships.

Advertising on Jetkins (2000) differs from business to business practice, when marketing a product or selling products or services to the subscribers to provide service. Patley (2004) promotional media to promote a product or service, and for the people, and aims to provide a positive light, he said.

In this competitive era, such as marketing, influencer marketing, and product delivery organizations can help develop a marketing strategy. This also makes comparisons of gender and brand marketers. Therefore, branded products and the implementation of spending and the need to achieve more development products. Practice information Brand not only to increase sales, one must accept the mission description of the brand organization. Therefore, they try to improve the quality of the product or service. Develop methods, as well as the necessary actions required for each method Perfect. We found the quality of the flight and responsibility can not live without. Or can we say that it is necessary for the quality and performance of the brand? As of year-end, brand marketing or marketing areas, but covers such actions in other areas, but also of ideas, research and development, and funding. This should contribute to the brand. Some large multinational

budgets finance advertising and debt within a few years.

Companies using different advertising strategies differ depending on the target group. This strategy, culture, language, and does not include the unity of faith and consumer confidence. Nokia, for example, and knowing and print media in the UK as the only self-advertising strategy and advertising company, it cannot be in Pakistan. Thus people living in two different countries. In the United Kingdom, Pakistan was more interested in books and newspapers, and on television. ads where it is important to decide on choosing the medium, there is one thing. This diversity, depending on the location, market research, and products required for the horse. The twenty-first century, because the ads help consumers, an important topic, and ethical considerations for the needs of advertising the best selection of financial products and services (Lee, 2005).

As well as competition and technological advances in information technology (ICT) and consumer awareness, and raising awareness of the importance of noting that it is important to choose the best PR strategy for subscribers. When choosing an advertising strategy, media, social networking, and the overall experience are key factors. The strategy for the selected products on the market and organize several important and complex tasks. This is another level is the basis for young consumers and advertising strategy based on a target audience, the decision to choose a buyer. This behavioral analysis of age, education, and income, the size of the practice were good. The purpose of consumer

behavior and the behavior of subscribers in advance to understand social science (Tyagi, 2004: 5).

they expected the results of the budget and a choice ad after ad against the media and other organizations. Today, media, advertising, and time, as well as the highest dignity. Advertising shop, instead of opening the door or door of the house. electromagnetic waves, and the screen, and access to a laptop or mobile. This ad will affect your relationship skills to understand and change his point of view is also important.

Another important aspect is the distribution of the advertising budget. Advertising is a contribution to the organization and a promise. Advertising plays an important role in the organization's successful and unsuccessful people. The lack of ad sales after the product was found to be driven by interests in the organization. This investment is the result of an advertisement, if you see, it is important for training evaluation and public relations investment. The strategy behind the advertising creative strategy and tested.

### **Problem statement**

While improved growth in a mobile, mobile communications network, changes in the UK. Researchers want to know how much money will be used to improve the image of the ad. Conducting the studies, as well as advertising clients, they can attract customers through advertising and influence this analysis. Organizations, as well as a brand, and brand advertising strategy should be implemented to understand the effects of advertising.

The purpose of this discussion is a strong front, consumer behavior, brand, and the customer requires changes related to the reasons for the order. To help the researchers, Nokia should be an analysis of the role of advertising. Nokia is one of the most prominent in terms of mobile communication, researchers say. They went down and different ends.

### **Aims and Objectives**

With advances in the media, it is very difficult to send to customers and the range of fish. Are a competitive business environment and helping organizations? At the same time, success is one of the leading companies in Nokia. This training will help researchers analyze the effects of brand and brand advertising.

Thus, the objectives of the study:

#### **Objective**

1. The mobile communications network, and an analysis of the effects of their ads
2. Analysis of success for the company due to the large cellular companies
3. To investigate the effects of advertising on consumer behavior, which can
4. Information about ad strategy and experience

### **NOKIA Vision and Strategy**

Nokia is a very simple way, with the people performing the mission: Connect. The result of the designation of the company's goals in life has to offer in the billions of people around the world, is to create a large mobile product. A competitive environment and competitive, thought, energy, joy, and why it is an opportunity. The entire mobile world, it can be out of bed every day, as long as we think we must be.

### **OVERVIEW OF STUDY**

Advertising is a marketing tool. Within a few years, the algorithm is a living, taxes, and capital market products, trade, and use of a weapon, in favor of the centers is very important. The concentration of media in an extensive range of advertising and marketing created a pilot hectare. Adopted by size as a result of changes in the size of science, with an emphasis on the implementation of the program, with the hope of spreading beauty and potential trade deteriorated the first increase. The benefit of

intellectual property rights associated with purchasing advertising according to the perfect concept.

The advantage that the recycling industry and organizations, met hundreds of times and for the preparation and use of materials and basic figures in the marketing year, can include several freedom and hostility to the owner and own industry news agencies realize the need for a possible. But the application of new standards such as business to business organization, you can return to a high-level output. Now one of the things we need to strengthen business, poverty, and improve the sanctions passed by Congress, and people were in the middle. No increase in urbanization citizenship to local needs an event that needs the truth, and her husband. Sales and use are intensified, and devices for use in or the buyer do not agree to take care of all the technical and limited.

According to him for the proposed conditions, and give a summary. Used for research, case studies Nokia. Researchers following Part 2, advertising and its impact on the combined read some books and reading; He briefly sought copies of all the papers and for the main study. With that, he used three methods for research at Nagari School. Based on studies of the quality standards, they are violent in a special questionnaire such as the research community, as well as consumers and the generation of a database and writing. And fourth, he summarizes the results of all the analyses is to answer the questions. According to the results of all 5-year results, the researchers conclude, and that discussion. .

## 2. LITERATURE SURVEY

### Introduction

This is already part of, as well as, several authors that aim to evaluate the effects of advertising based on information provided by the customer. According to the information needed to play for this purpose, based on various authors who have written messages briefly consider any of them.

This literature review and analysis of the ads on the power of multiple consumer brands, brand value, brand and customer product brand influence, etc.

### Branding and Advertising

According to the novel, K. (2003) is the norm in the advertising industry. This drives the creative process (P: 3). He said that several times in the process to understand the real business ideas. This means, as well as how they can be protected. Thus the ideas of the advertising industry generation spirit (4: P).

As Goddard, A. (2002) with pictures and only print ads, production is limited, but the organization is (P: 8).

Advertising for the sale of the evidence that can be short, but it's not just important to your organization. There is no such thing as literary characters, but successful people closer to the life of an animal, or do nothing meaningful.

Advertising design, product advertising, but you dissemination, they should promote the interests of their original strategy. Therefore, organizations, products need to launch an advertising strategy. These products or to meet the needs of the special needs of life and life are important to understand that it cannot be accepted. The only organization that ran customer needs can create a brand of products. In short, the process of the brand and product delivery organization in the delivery of products, big brands create a positive image.

## 3. RESEARCH METHODOLOGY

### Introduction

This is Nokia's research and testing methods research is based on a survey. The researchers are accepted with closed questions. The question, email, sent via email, and face to face. Around the

British is decided by the user. Questionnaires through channels that respondents are asked to submit their responses are sent to the Academy of Sciences by 100 participants.

### **Research Approach:**

The researchers' method evaluates the results of research and high-quality large area. The quality of the questions will be analyzed by standard methods. The purpose of this questionnaire behavior and assess the effect of advertising on brand marketing behavior. Researchers in the analysis of the scientific literature on the Internet and give results voluntarily their relationship with the researcher. Researchers in this process, advertising, and brand explain the relationship between consumers and their effects. Research on consumer and brand image will talk about the effects of their advertising behavior. Partly this study effect of the ad appears. These are issues that affect the performance of organizations and individuals in advertising and ethics, customer relationships, and help to understand the behavior and effectiveness of the brand image.

### **Research philosophy and strategy**

Saunders was introduced by the scientific idea of the four types of et.al. 2008 Sonders, etc. (2009: 108). Psychology was, in truth, the interpretation and pragmatism. Philosophy is directed to the scientific research strategy. But research and philosophy are different, though relevant. Philosophy is discovery, research, and research, the matter immediately.

At this point, researchers are controlled by the body, nature and science, social reality, and materialism (Remenyi, etc., will be tested by 1998. Saunders et al 32, 2009. 113).

The kind of scientific research, the truth, and we will see the truth. Philosophy is based on the realization of a goal. It was really smart.

### **Data collection**

Students can enter data collection in both primary and secondary. The baseline data collected through the investigation but on the medium of books, journals, and via the Internet, journals, and newspapers.

The researchers' initial collection of information and questions via email, face to face, email and send it reached some of the men, women, young people, and the elderly. He is also the medium, the medium and the revenue can be obtained which bottom out some lessons. Expect more emphasis on the collection of researchers. She thinks because other methods don't find the right answer. Here researchers Vodaphone many points and mobile service providers such as Tre, O2, mobile, home, etc. T-offers will be held. The population is 100.

### **Research design**

Here, the researchers have used two types of questions. These are A and B. Respondents are divided into two, to determine gender, age, and standard of living.

The choice of the type of questionnaire and age, gender, and degree of life is easy to answer. B is the part of the respondent's answer entered into five agreements that should be selected; I agree, agree, disagree, and oppose him. Researchers in the field because of their origin, allow participants to answer these types of questions quickly and easily.

## **4. DATA ANALYSIS & INTERPRETATION**

### **Introduction**

Joey 54 participants, as well as some of the 24 women and 30 100 participants, and the responses received. a standing group of researchers in the four age groups. Group1. 16 to 25 years of age - 20, group 2, 9, 26, 39 years and older 4.61 - - 10 researchers in this age group, both young and old,

four types of awards 15 3.40 out of 60 and said: or old.

Answers to researchers, almost, are mail and email response rate very close. The humiliation of the researchers assumes that they have not prepared to answer the other defendant. Thus, the researchers wrote in the same movement. Studies show that if he had to respond to the many benefits it brings forward and a little effort.

There are two different types: A and B that are in question. Aiming to respond due to gender, age groups, and social classes are rated B and evaluation.

It is organized in a way that can answer questions; Addressing the importance of education. Poll and answer questions. You have to choose responsibility. It's not easy.

This means zero. This is a very strong claim to not agree to disagree with -10 10 -5, 5, and will not be accepted. After that, every cent will be calculated and analyzed.

#### 4Presentation of Data and Analysis

The students discussed directly below the table and chart views with their point of view.

#### The impact of advertisement on brand image

The program allows you to buy a new mobile device

The researchers hope the new literature and advertising feedback. The answer is as follows;

Result: Score 285

Percentage: 52.77%

#### Analysis:

As a result of this study that all interest rates support a lot of people, this argument is 52.77%. In this evaluation researchers, as well as the effect of advertising advertisers and advertising believe that is the idea of a complete accessory.

2) Advertising is an important tool for creating a mobile device brand with these questions; researchers are seeking answers about the importance of promoting brand advertising goals. The results are reflected in this list,

Result: Score 355

Percentage: 65.74%

#### Analysis:

Researchers have concluded that advertising creates a big mess. This promotional brand image brand they know and remember to move it to mean is an important tool. Sometimes the name of the product name and demand are forgotten. According to a legend, and played the role of 65.74%, the best advertising campaign characters.

3) Follow Ad reduce cellular color mark with these questions, the researchers, and they want to reduce the effect of the budget cuts on brand advertising.

Result: Score 130

Percentage: 43.52%

#### Analysis:

43.52% of the company's advertising budget or if there is no way to support the argument; it affects the image of the image. This does not mean that people do not support this argument. As a result, one is not satisfied with the evidence that this collaboration is less.

Outcomes:

Three important to improve the image of the brand to the above conclusion EGA can be reduced.

#### The reason for the company's success

#### 4. Reinforcement advertising in mobile sales

From these issues, researchers in the search for a compromise, but it played an important role in the development of successful mobile advertising, as well as adopted.

Result: Score 245

Percentage: 45.37%

**Analysis:**

As a result, people are still considered to be advertising promotional products; Legal advertising should support the sale of these assets. Questions support of 45.37% of the contract.

**5. FINDINGS OF THE STUDY**

For example, not only for the sale of advertising products, as well as for your organization, is very important. There is no such thing as literary characters, but successful people closer to the life of an animal, or do nothing meaningful.

Advertising and product have an excellent bond of relationship which reflects in its brand. Advertisement is for the promotion of products but advertisement itself needs an appropriate medium by which it can be spread around the target people and stimulate their desire. Therefore cell phone companies should take care of the advertisement strategy to launch their products. It is vital to understand that products which are going to be launched or advertised should fulfill consumer's need and requirements according to their attitude and way of living. Cell phone companies can only be successful in building their brand through a product that satisfies the customers' needs. In short this is the process of branding and evolving better brand image of cell phones.

For the success and failure of a Cell phone depends upon the strategy of branding. Strategies are the foundation on which brands are built. They keep the advertising and other marketing elements on track and build a clear and consistent personality. They represent the soul of a brand and a crucial element in success. If the strategy is right and promise and core benefits are going to strike the consumer in the head or heart or gut then the advertisement strategy is beloved to be successful, which need to be clear in communication to fulfill the promise given by the organization, the first thing to be look in the advertisement is the benefits of consumer and the core idea are the heart of the strategy. A creative brief relates the strategy to the current situation and objectives. At its worst a creative brief baffles the

creative team with vague statements and catchphrases. At its best it guides with a tightly defined strategy and stimulates with a large goal.

**6. CONCLUSION**

Analysis of advertising, you have the competitiveness of these companies to keep high quality and customer companies, one can conclude that played an important role in the modern world. There is also help to promote consumer awareness and advertising.

For more information, as well as sales of these products at the same time and to develop a marketing strategy to sell the affected organization will continue its work and will be reported. Advertising is one of the marketing tools.

Some comments about the impact of advertising and brands on consumers, publications, advertising, and brand value of the company to improve the image of the brand this spirit and to increase the sales of companies and which can help to improve the image of the company.

They also have Nokia's reduced advertising budget which will be shown to the interests and the property organization noted decreased company turnover.

Nokia is based on research methodology training and the results of a survey.

The second goal is necessary for the implementation of sustainable business and brand search ads. Also, they found that the electronic media, too expensive. However, all media play an important role in ensuring the success of the business. Results for the target ads third on the site, and give preference to change. They, like advertising and marketing of products, have played an important role in the development of the public. With these results we are advertising, marketing and manufacturing have changed, but not limited to, revenue and can say that we have a significant impact on society and culture.

Following the four and advertising strategy for the research goals, the advertising strategy needs a long-term budget strategy and hopes to return. The second thing that analysts and researchers in the advertising market develop media organizations is therefore valuable for the purchase of dairy products need to monitor what the audience is enough. One-third of the companies have to increase or decrease the budget and the choice of investment and the media truth is that it must be flexible. In short, advertising, marketing strategy, and being part of this product is not only the organization's successful marketing an important tool for participating.

We believe this will help, not Nokia's advertising, market research, and consumer products, limited to a single case study. But the proposal to publish several companies and researchers must come from another sector. Another theory, in addition to advertising, sales, technology, and the idea of service, quality, and other factors, researchers must be analyzed and compared with a comparison between the two is possible. The advertising budget for the next marketing budget or payment is treated as revenue or sales evaluation is necessary to determine the result of any other formula.

## REFERENCES

- Ted, J. (1994). *Perfect Consumer Care*. 2nd ed. London: Random House.
- West, C. (1999). *Marketing Research*. 1st ed. England: Macmillan Press.
- Westwood, J. (2005). *The marketing plan workbook*. 1st ed. London: Kogan Page
- Wilmshurst, J. (2000). *The fundamentals of advertising*. 2nd ed. London: Butterworth & Heinemann