

NEW HORIZON LEADERSHIP INSTITUTE



STUDY ON THE EFFECTIVENESS OF BRANDS PLACED IN FILM ADVERTISEMENTS.

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Acknowledgement

The satisfaction and euphoria that accompany the successful completion of our project would be incomplete without the mention of those people who made it possible.

We consider it our privilege to express through the pages of this report, a few words of gratitude and respect to all those distinguished personalities who guided and inspired us in the completion of this project.

At the outset, we would like to express our deep sense of gratitude and sincere thanks to, Dr.S.K.Prasad, Director New Horizon Leadership Institute for providing an opportunity to discover the corporate governance, from a close perspective.

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Finally we would like to extend our sincere thanks to our classmates, friends without whose help and support, this project could not have been possible.

EXECUTIVE SUMMARY:

The main objective of conducting this survey is to check the effectiveness of brands placed in film advertisements. In the current scenario it is the world of film advertisements that is making the greatest impact on the people for the products. The researcher intends to identify the customers who are targeted for the various advertisements shown between the films.

The purpose of conducting this research is to determine the specific aspects of the advertisements the customers are attracted to and in the end, to evaluate the effectiveness of advertisements placed in a film.

Details regarding the genre of advertisements that are liked and disliked by the customers can be obtained along with the various reasons. This survey helps the researcher to learn about the effects of advertisements when shown very frequently during an interesting film.

This research gives an opportunity to know about the customers perceptions on the various social awareness and romantic advertisements shown to them. The effect of celebrities used in the advertisements to promote the brands can also be determined.

Objectives of the research

- To evaluate the effectiveness of advertisements placed in films.
- To determine the specific features or aspects of the advertisements that the customers are attracted to and to estimate the level or kind of changes expected by the customers in the future advertisements.
- To evaluate the memory capacity of the respondents, i.e. to check if they have short term or long term memory.

Advantages of brand placing in film advertisements.

- It reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time.
- It reaches viewers when they're the most attentive.
- It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.
- It gives you an opportunity to be creative and attach a personality to your brands, which can be particularly effective for small brands that rely on repeat customers.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how the research is done scientifically. It is necessary for the researcher to know not only the research methods/techniques but also the methodology and need to know how to develop certain indices or tests, how to calculate mean, median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate and why.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not.

Why the research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study. In a research, the researcher has to expose the research decisions to evaluation before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so that they can be evaluated by others also.

Questionnaire method is being used for this survey. The researcher aims to conduct this survey based on stratified random sampling method. A sampling method that selects sample from the heterogeneous population by dividing the population into homogeneous sub-groups called stratum, is called Stratified Random Sampling.

For the researcher, the heterogeneous population consists of all the viewers of film advertisements on television. And this population has been divided into strata, out of which the survey is being conducted amongst a strata consisting of 40 students. This survey is strictly exploratory. The students will be shown a series of advertisements based on various genres. Then a questionnaire will be distributed to each of the respondents. They will be asked to fill in the answers on their own. Each questionnaire filled by the students will give information about the effect of advertisements on the respondents i.e what in the advertisements attracted them and what was it that they disliked.

Therefore through this we are aiming to evaluate the effectiveness of brands placed in film advertisements.

Research design:

A research design is a framework or blueprint for conducting the market research. It details the procedures necessary for obtaining the information needed to structure and / or solving market research problem. In other words, research design constitutes the blueprint for the collection, measurement and analysis of data. It aids the scientist in the allocation of his limited resources by posing crucial choices. Research design is the plan and structure of investigation so conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research. It includes an outline of what the investigator will do from writing hypotheses and their operational implications to the final analysis of data. A structure is the frame work research design expresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations of the problem. Thus research design provides the framework to be used as a guide in collecting and analyzing data. Experience with different research designs will generally provide the researcher with the capability to match a research problem with an appropriate design.

Sampling Method and Technique Used

Sample design:

In the most of the research programs, it is not possible to target each and every person and all cannot be interviewed for this position. Sampling is necessary and there should be particular ways and procedure of sampling. Sampling is the selection of few items. The respondents selected should be as representative of total production. For this study the research has used sampling technique. Sample size refers to the number of elements to be included in the study. An important technique or decision that has to be taken while adopting a sampling technique is the sample size.

Sampling technique:

Sampling may be known as the selection of some part of an aggregate of totality on the basis of which judgment or inference of aggregate totality is made. It is a process of obtaining information about the entire population by examining only a part of it.

Sampling plan:

Sampling plan is the listing of who is to be surveyed? How many people to be surveyed? How to be surveyed? The following are the components of the sampling plan, with respect to this study.

Sample size: 40

Sample Technique: Stratified Random Sampling

Sources of Data.

Two main sources of collecting the data have been used for the conduct of the research-primary and the secondary source.

Primary Source

A well-defined sample unit, as surveyed by conducting a descriptive research, for serving the purpose of primary data. The sample unit was personally interviewed with a structured questionnaire.

Secondary Source

The first step in any study is to analyze the secondary data. Secondary data for this study was collected through Internet, trade journals and business magazines.

In this research study the analysis is done on the basis of the primary data collected from the customers through questionnaire and direct personal interview method as well as secondary data collected through internet, college prospectus and college magazine.

Method Adopted For Communication:

Method adopted for communication was Direct Communication with the respondents. The customers are surveyed with the Questionnaires designed for the same.

Instrument Design

In this research process the instrument used to collect data is questionnaire method. Quite often questionnaire is considered as the heart of a survey operation. Hence it should be carefully constructed.

The study was conducted with the help of survey method. A Direct Communication, accompanied with a structured questionnaire, was designed. All the trivial aspects governing the study were covered in the questionnaire.

The data, so collected from the questionnaire, was processed and tabulated. They were then analyzed by using various statistical tools.

Tools used for data analysis:

Statistical Tools:

The statistical tools used for data analysis is “Percentage method” and data has been tabulated and represented using bar charts and pie charts.

Software Tools:

The software used for the data analysis is Microsoft Excel and Microsoft Word.

Limitations of the study

- The method used for collecting the data is time consuming
- The data collected from the study may be ambiguous in few cases.
- Difficult to collect the information from the respondents completely at the time of the study.

Data Analysis and Interpretation

Data analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups.

This is essential for a scientific study and for ensuring that we have all relevant data for making contemplated comparisons and analysis.

Interpretation refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study. In fact, it is a search for broader meaning of research findings. Interpretation is essential for the simple reason that the usefulness and utility of research findings lie in proper interpretation. It is being considered as a basic component of research process.

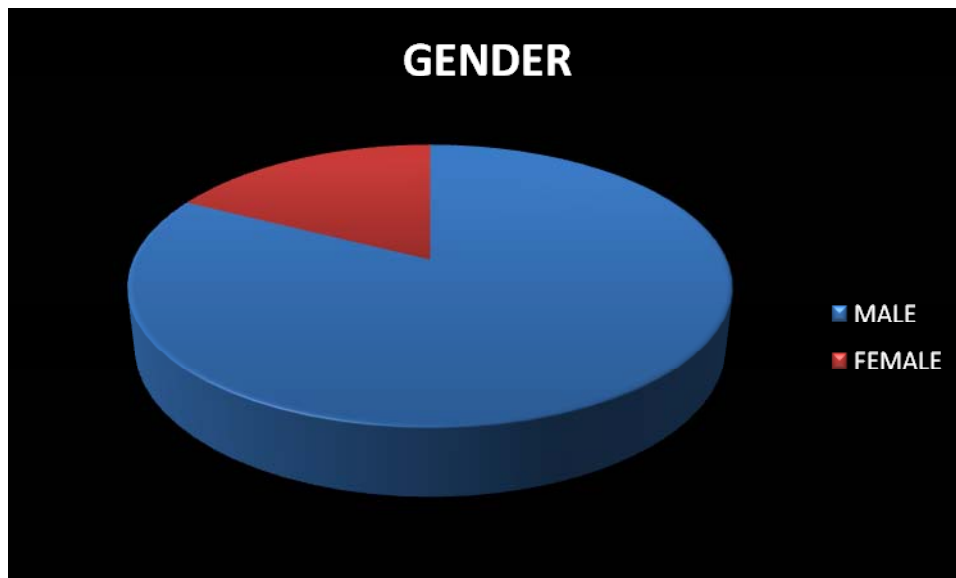
Interpretation:

Tables, Graphical Representation and Findings

1. Table : The number of males and females who took part in the survey.

Gender	No. of respondents	Percentage (%)
Males	33	82.5
Females	7	17.5

Graphical representation of the no. of males and females.



Inference :

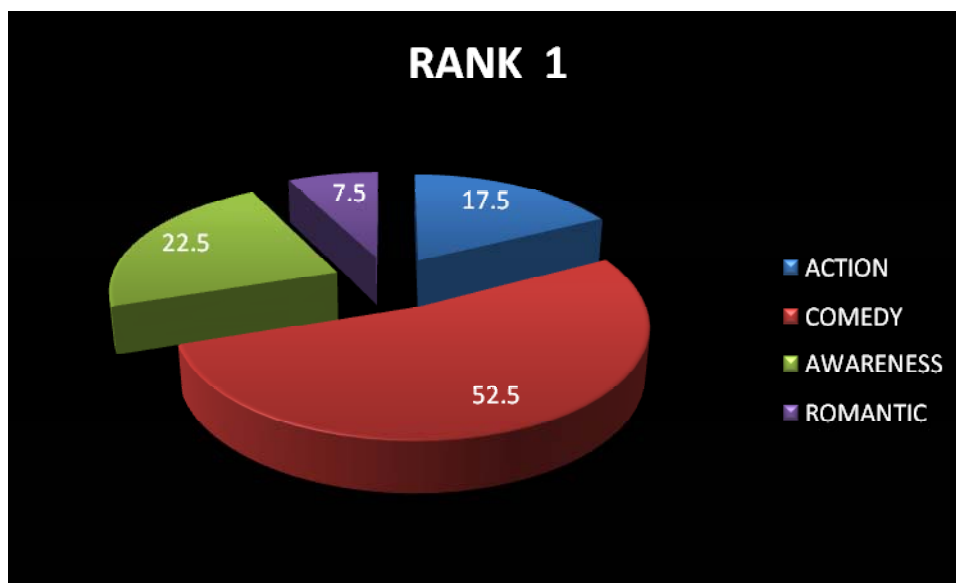
82.5% of the respondents are males and 17.5% of them are females.

2 . Table : Kinds of advertisements the respondents are attracted by.

RANK 1

Genres	No. of respondents	Percentage (%)
Action	7	17.5
Comedy	21	52.5
Awareness	9	22.5
Romantic	3	7.5

Graphical representation of the kinds of advertisements the respondents are attracted by.



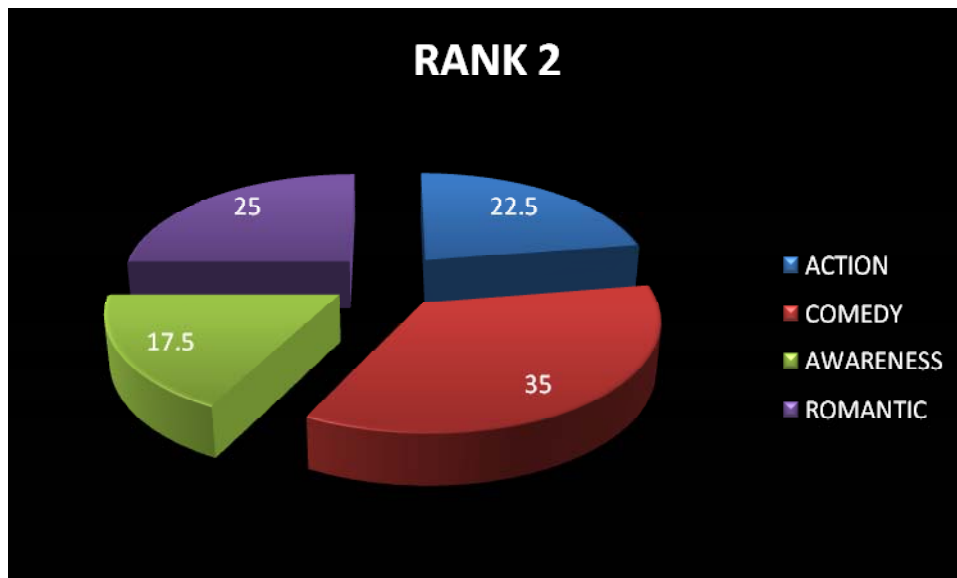
Inference:

52.5% of the respondents are attracted to comedy, 22.5% are attracted to awareness , 17.5% are attracted to action and 7.5% are attracted to romantic advertisements.

RANK 2

Genres	No. of respondents	Percentage (%)
Action	9	22.5
Comedy	14	35
Awareness	7	17.5
Romantic	10	25

The Graphical representation:



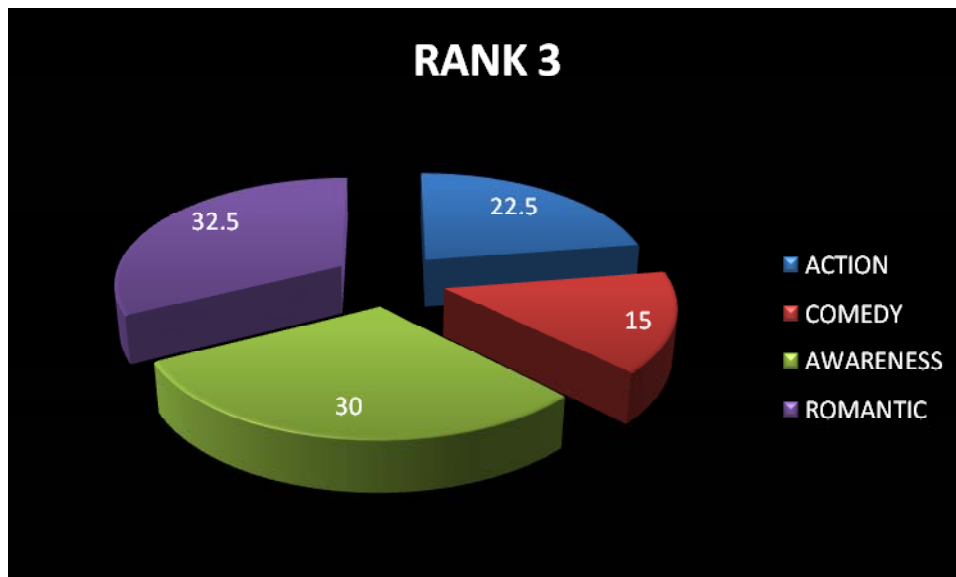
Inference:

35% of the respondents are attracted to comedy , 22.5% are attracted to action, 17.5% are attracted to awareness and 25% are attracted to romantic advertisements.

RANK 3

Genres	No. of respondents	Percentage (%)
Action	9	22.5
Comedy	6	15
Awareness	12	30
Romantic	13	32.5

The Graphical representation



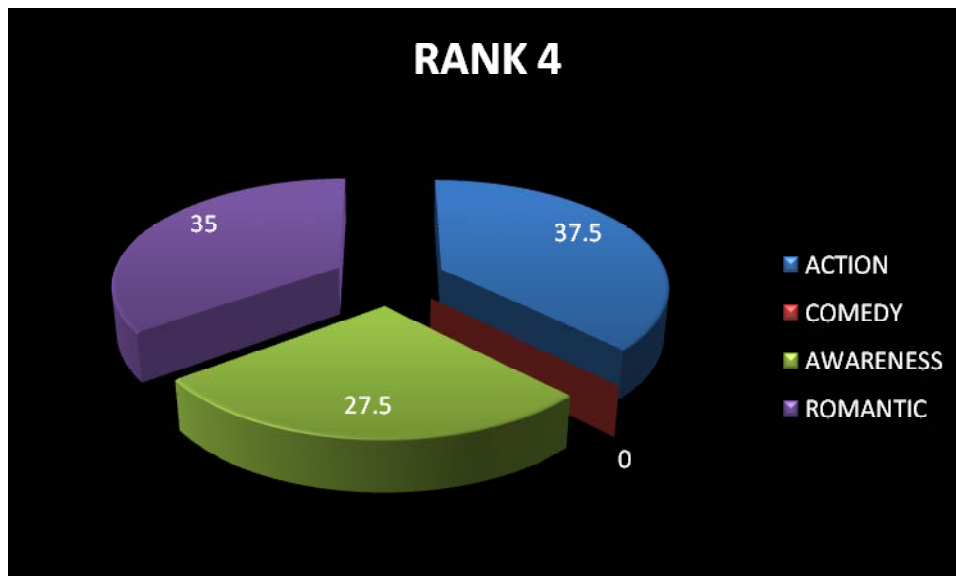
Inference:

32.5% of the respondents are attracted to romantic , 22.5% are attracted to action, 15% are attracted to comedy and 30% are attracted to awareness advertisements.

RANK 4

Genres	No. of respondents	Percentage (%)
Action	15	37.5
Comedy	0	0
Awareness	11	27.5
Romantic	14	35

The Graphical representation.



Inference :

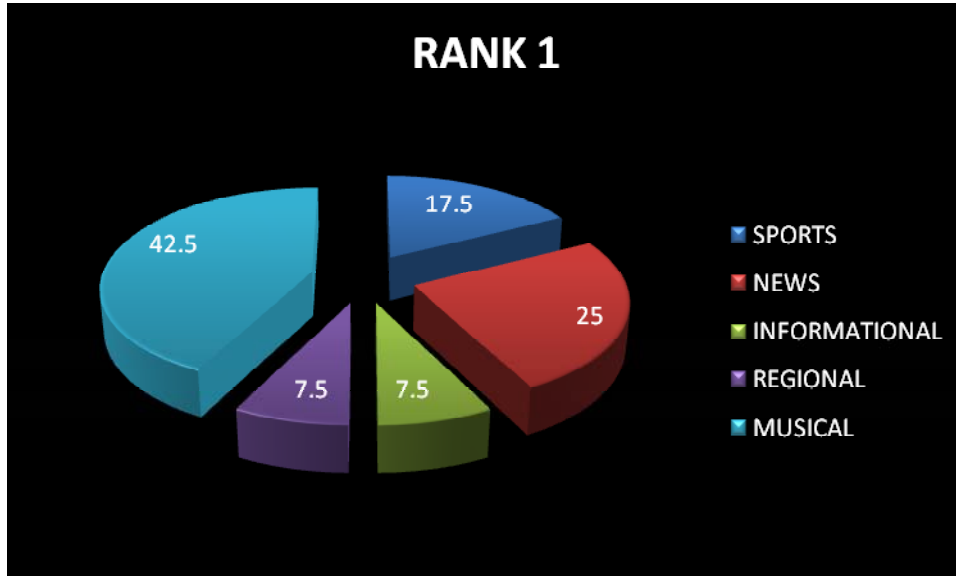
37.5% of the respondents are attracted to action, 0% are attracted to comedy, 27.5% are attracted to awareness and 35% are attracted to romantic advertisements.

3. Table : The channels that are watched often.

RANK 1

Genres	No. of respondents	Percentage (%)
Sports	17	42.5
News	10	25
Informational	3	7.5
Regional	3	7.5
Music	7	17.5

The Graphical representation of the channels watched often:

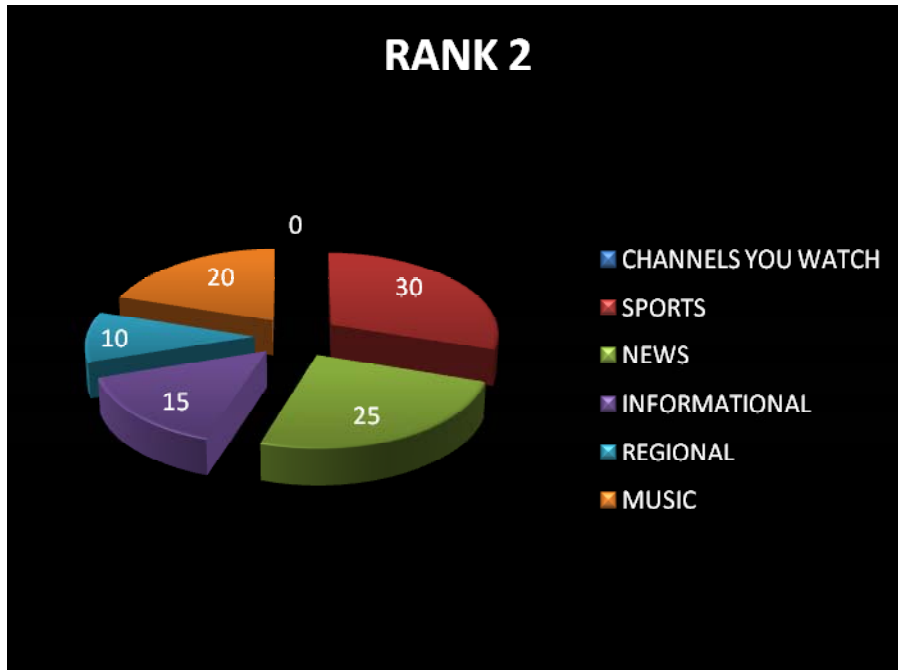


Inference: 42.5% of the respondents watch music, 17.5% watch sports ,25% watch news, 7.5% watch informational and 7.5% watch regional channels.

RANK 2

Genres	No. of respondents	Percentage (%)
Sports	12	30
News	10	25
Informational	6	15
Regional	4	10
Music	8	20

The graphical representation of channels watched often:



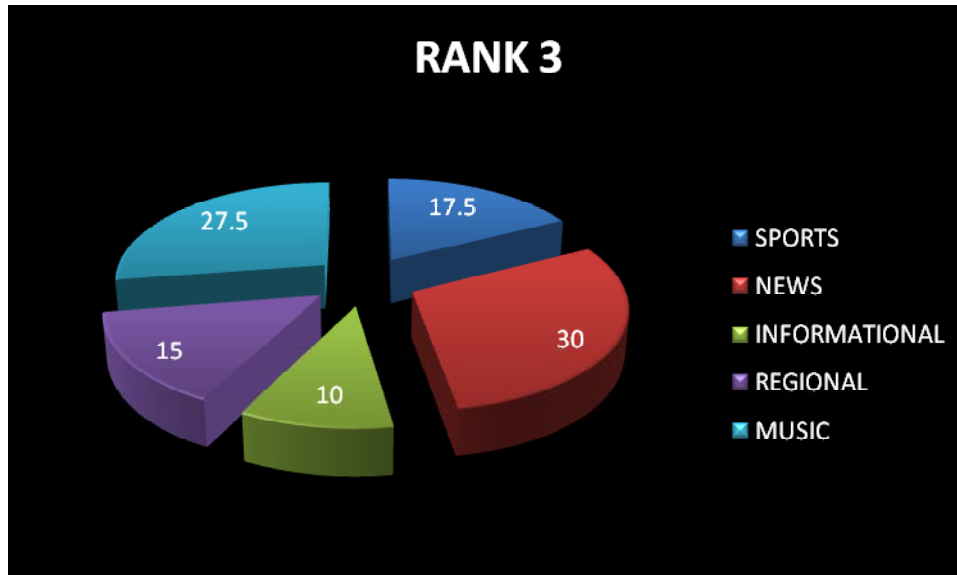
Inference:

30% of the respondents watch sports, 25% watch news, 15% watch informational, 10% watch regional and 20% watch music channels.

RANK 3

Genres	No. of respondents	Percentage (%)
Sports	7	17.5
News	12	30
Informational	4	10
Regional	6	15
Music	11	27.5

The graphical representation of channels watched often:



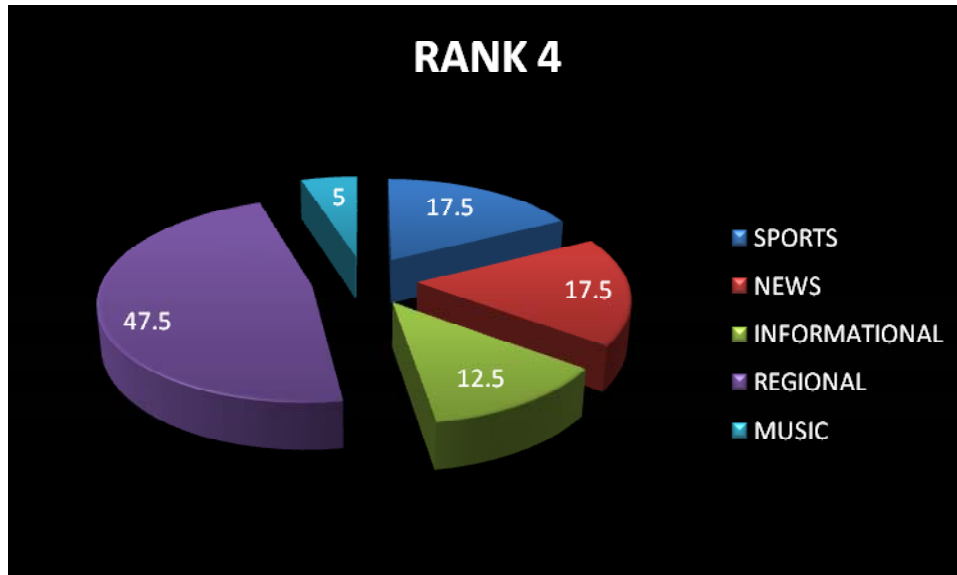
Inference:

17.5% of the respondents watch sports, 30% watch news, 10% watch informational, 15% watch regional and 27.5% watch music channels.

RANK 4

Genres	No. of respondents	Percentage (%)
Sports	7	17.5
News	7	17.5
Informational	5	12.5
Regional	19	47.5
Music	2	5

The graphical representation of channels watched.

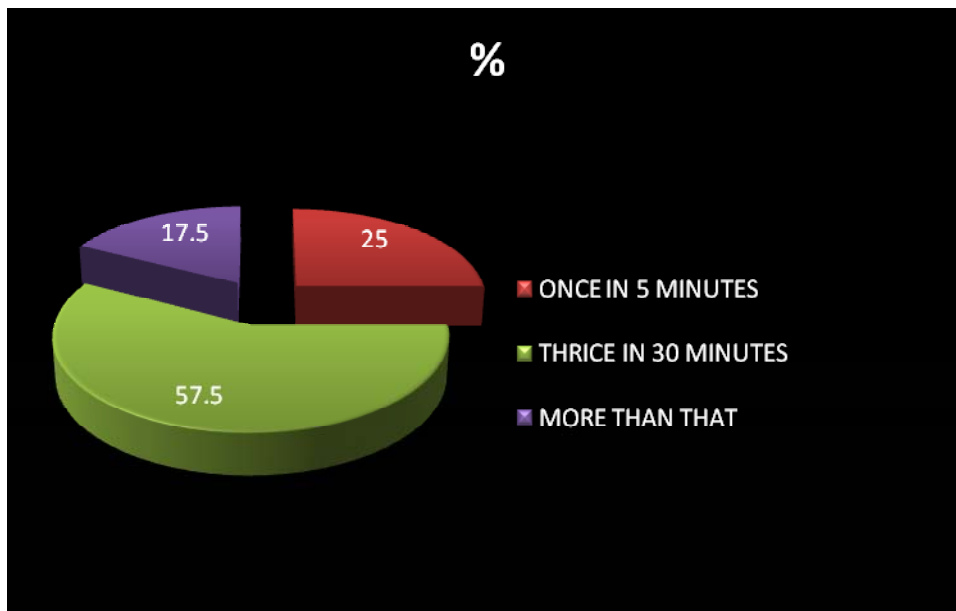


Inference:17.5% of the respondents watch sports, 17.5% watch news, 12.5% watch informational, 47.5% watch regional and 5% watch music channels.

4:Table- How often do the advertisements come while watching your favourite program.

Frequency	No. of respondents	Percentage
Once in 5mins	10	25%
Thrice in half an hour	23	57.5%
More than that	7	17.5%

Graphical Representation:



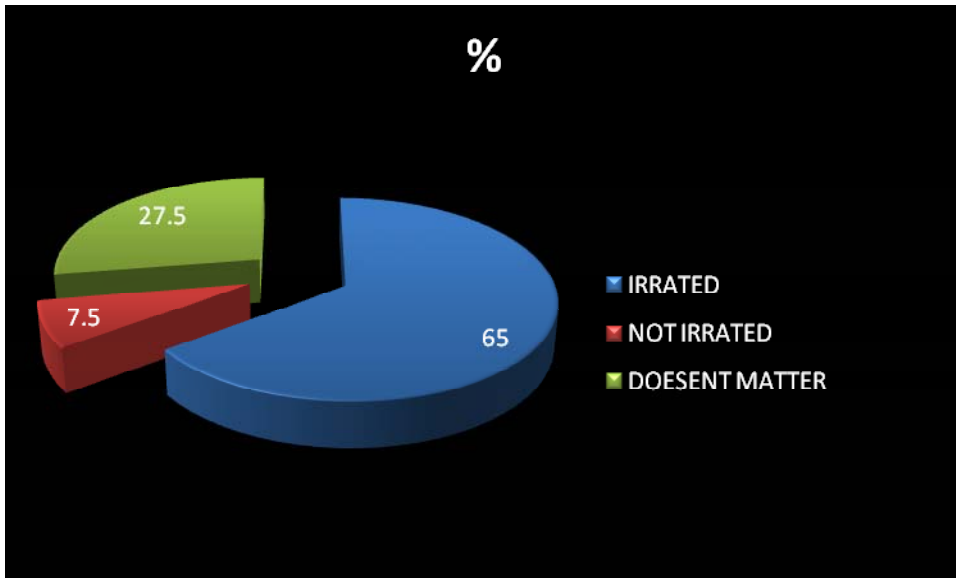
Inference:

25% of the respondents said that the advertisements repeat once in 5mins, 57.5% said thrice in 30mins and 17.5% said more than that.

5:TABLE:How the respondents felt when the advertisements interrupted the program.

Feelings felt	No. of respondents	percentage
Irritated	26	65%
Not irritated	3	7.5%
Doesn't matter	11	27.5%

The graphical representation



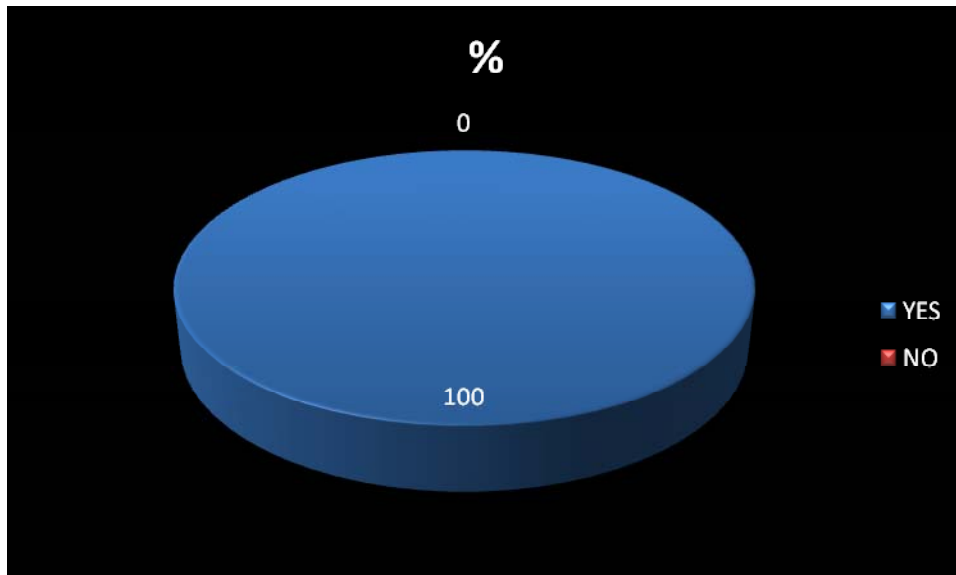
Inference-

65% of the respondents got irritated, 7.5% were not irritated and to 27.5% it did not matter.

TABLE-6 Do advertisements really convey messages.

Response	No of respondents	Percentage
Yes	40	100%
No	-	-

The graphical representation:



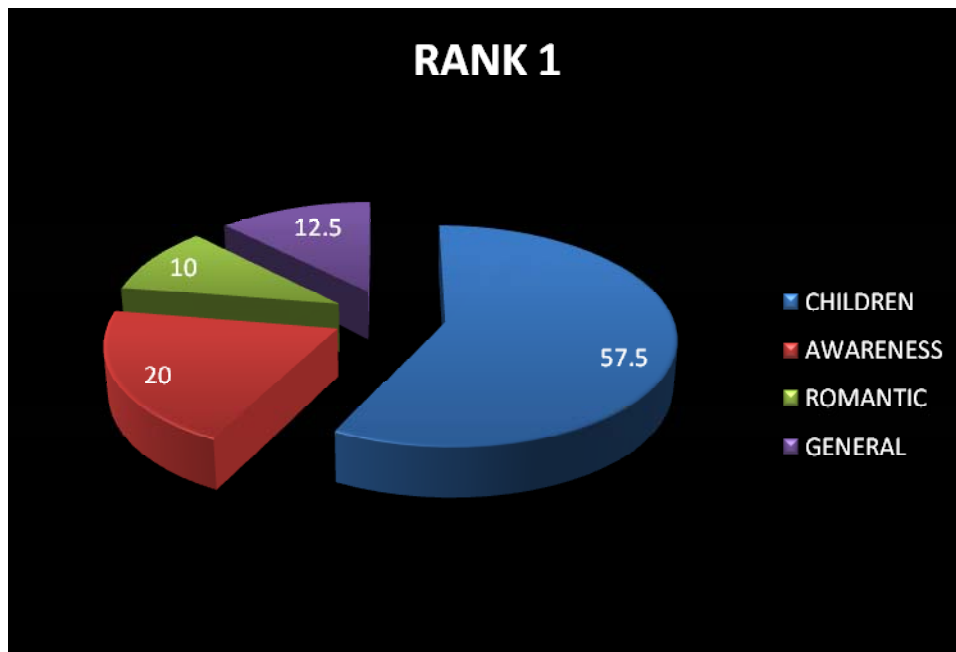
Inference: 100% of the respondents said yes

7-TABLE : The advertisements liked by the respondents.

RANK-1

Genres	No of respondents	Percentages
Children's advt.	23	57.5%
Awareness	8	20%
Romantic	4	10%
General	5	12.5%

The graphical representation:



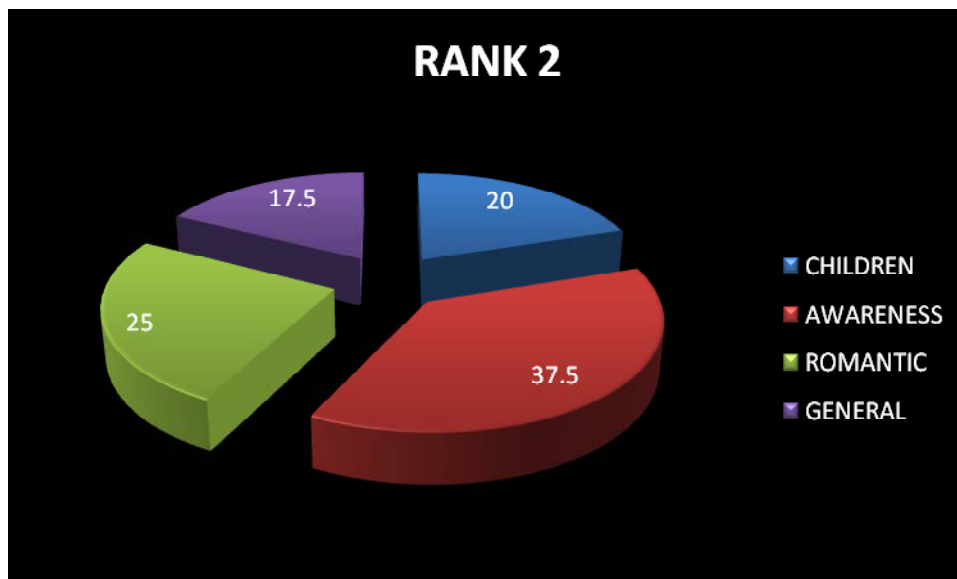
Inference :

57.5% of the respondents liked children's advertisements, 20% liked awareness, 10% liked romantic and 12.5% liked general advertisements.

RANK-2

Genres	No of respondents	Percentages
Children's advt.	8	20%
Awareness	15	37.5%
Romantic	10	25%
General	7	17.5%

The graphical representation.



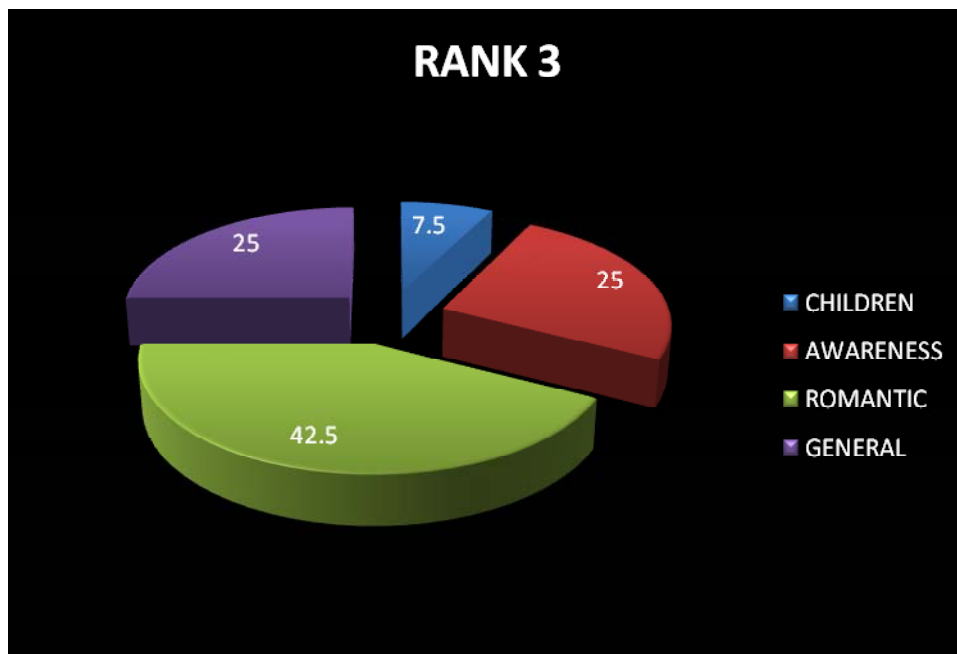
Inference :

37.5% of the respondents liked awareness advertisements, 20% liked children's ads, 25% liked romantic and 17.5% liked general advertisements.

RANK-3

Genres	No of respondents	Percentages
Children's advt.	3	7.5%
Awareness	10	25%
Romantic	17	42.5%
General	10	25%

The Graphical representation:



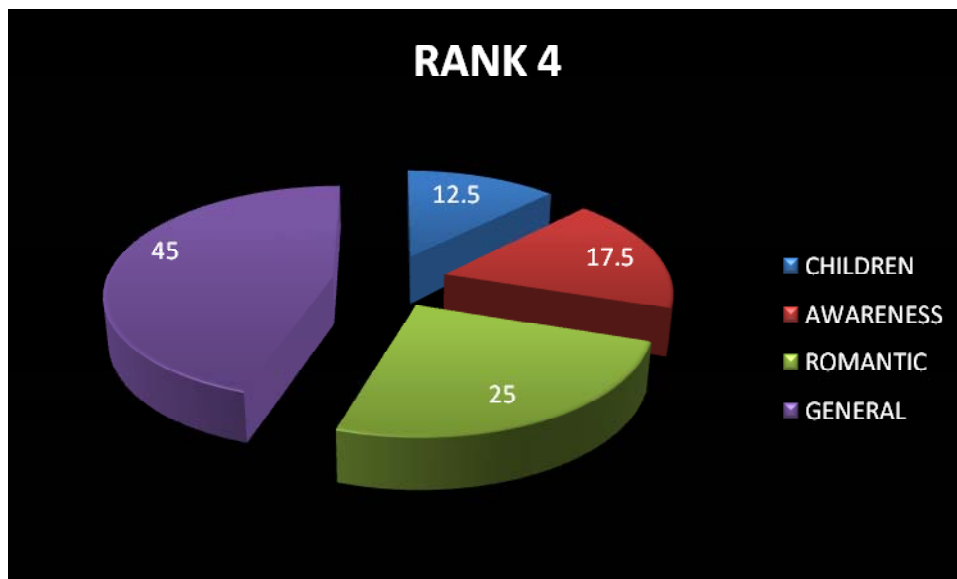
Inference:

42.5% of the respondents liked romantic advertisements, 25% liked general, 25% liked awareness and 25% liked children's advertisements.

RANK-4

Genres	No of respondents	Percentages
Children's advt.	5	12.5%
Awareness	7	17.5%
Romantic	10	25%
General	18	45%

The graphical representation:



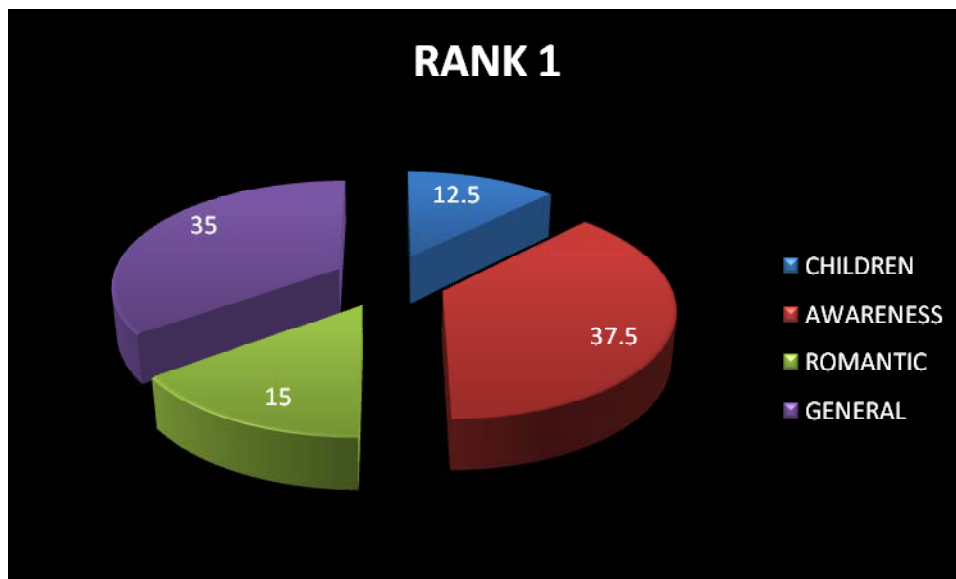
Inference :

45% of the respondents liked general advertisements, 25% liked romantic, 12.5% liked children's and 17.5% liked awareness advertisements.

8-T ABLE- The advertisements disliked by the respondents .

Genres	No of respondents	Percentages
Children's advt.	5	12.5%
Awareness	15	37.5%
Romantic	6	15%
General	14	35%

The graphical representation:



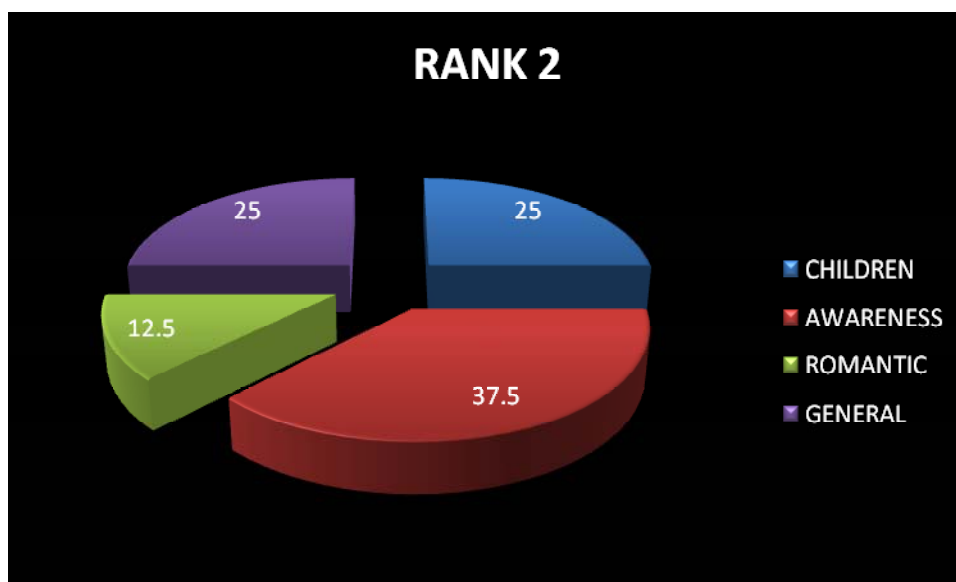
Inference:

37.5% of the respondents disliked awareness advertisements, 15% disliked romantic, 35% disliked general and 12.5% disliked children's advertisements.

RANK-2

Genres	No of respondents	Percentages
Children's advt.	10	25%
Awareness	15	37.5%
Romantic	5	12.5%
General	10	25%

The graphical representation:



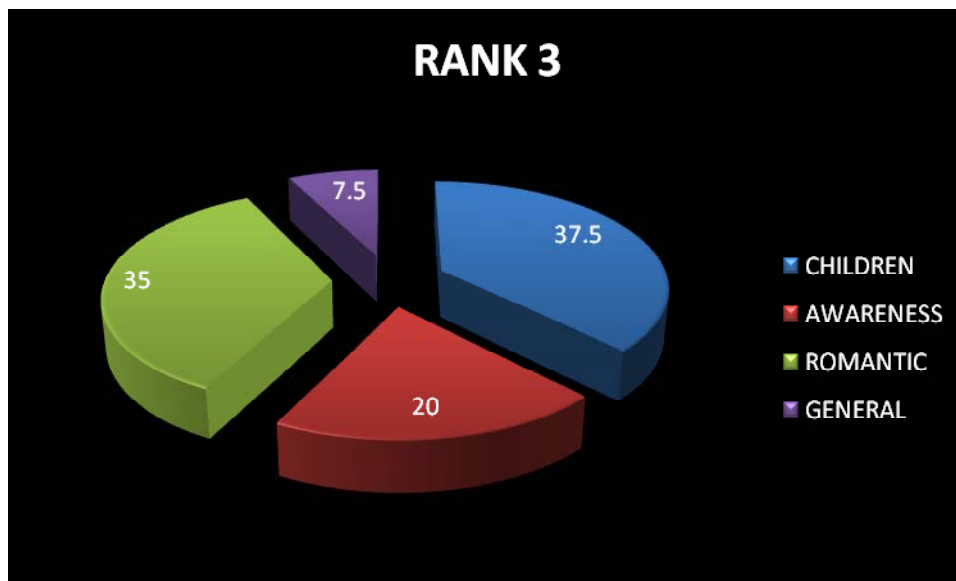
Inference:

37.5% of the respondents disliked awareness advertisements , 25% disliked general, 25% disliked children's and 12.5% disliked romantic advertisements.

RANK-3

Genres	No of respondents	Percentages
Children's advt.	15	37.5%
Awareness	8	20%
Romantic	14	35%
General	3	7.5%

The graphical representation:



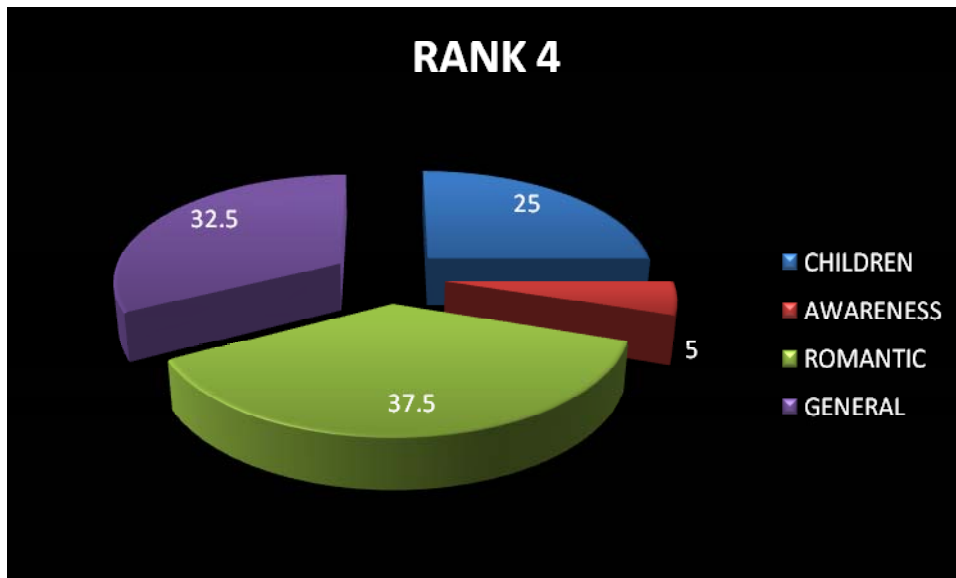
Inference:

35% of the respondents disliked romantic advertisements, 37.5% disliked children's ,20% disliked awareness and 7.5% disliked general advertisements.

RANK-4

Genres	No of respondents	Percentages
Children's advt.	10	25%
Awareness	2	5%
Romantic	15	37.5%
General	13	32.5%

The graphical representation:



Inference:

25% of the respondents disliked children's advertisements, 5% disliked awareness, 37.5% disliked romantic and 32.5% disliked general advertisements.

9-TABLE- Were the gestures in the romantic advertisements appropriate to the young audience.

Response	No. of respondents	Percentage (%)
Yes	25	67.5
No	15	37.5

The graphical representation .

