



THE IMPACT OF MEDIA ON ADVERTISING EFFECTIVENESS OF SMARTPHONES

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Abstract

This paper aims to study, whether advertisement medium plays a role in advertising effectiveness of Smartphones. The research will be descriptive in nature and will use primary data, collected through questionnaire, and secondary data. The reason for pursuing this study is, expenditure that is incurred on advertisements is in millions of dollars because in today's highly competitive market advertising plays a crucial role of introducing and sustaining the brands in the consumers' minds. Previously, creating an advertisement that was highly effective was the major challenge faced by the marketers. But, with the easy entry of new competitors and variety of products available in the market as well as on a click, the problem for the marketers has been increasing. With popularizing of different online as well as offline mediums of advertising, choosing the most effective medium is a significant decision for marketers as it is the first interaction of the company's product with their potential buyers. Among the "hot-selling" products in the market, smartphone is a category which has gained a lot of attention of the researchers. As it is a dynamic market that keeps on growing and changing, there is always scope for research. A very big example of this is Xiaomi mobile phones which have thrown the major giants like Apple and Samsung from their position in Indian market and has become the number one Smartphone selling company today. Thus, no research on this subject can be obsolete.

Keywords – Advertisement, Advertising Effectiveness, "Hot-Selling", Smartphone
