

1.1 INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Advertising and promotional strategies play a crucial role in the success of modern business organizations. In today's competitive market environment, companies must effectively communicate with consumers in order to promote their products and services. Advertising helps organizations create awareness, inform consumers about product features, and influence their purchasing decisions. Promotional strategies such as discounts, offers, and other incentives further support advertising efforts by encouraging customers to try products and increase sales.

Advertising acts as a bridge between the company and its customers. Through various communication channels such as television, newspapers, radio, outdoor advertisements, and digital media, companies can reach a large number of consumers and convey information about their products. Effective advertising not only increases product awareness but also helps build a strong brand image in the minds of consumers.

Promotional strategies are equally important in attracting customers and improving market performance. Sales promotion techniques such as discounts, coupons, free samples, and gift offers provide additional value to consumers and motivate them to purchase products. These strategies are often used by companies to introduce new products, increase product trials, and maintain competitiveness in the market.

Digital marketing and social media platforms have become powerful tools for advertising and promotion. Companies increasingly use online advertisements, social media campaigns, and digital promotions to reach a wider audience and interact directly with customers. Digital marketing allows businesses to communicate with consumers more efficiently and measure the effectiveness of advertising campaigns.

The effectiveness of advertising and promotional strategies can be evaluated by examining consumer responses such as awareness, purchase intention, and customer satisfaction. When advertisements are creative, informative, and delivered through appropriate media channels, they can significantly influence consumer behaviour and improve business performance.

Therefore, understanding the effectiveness of current advertising and promotional strategies is essential for organizations to develop better marketing communication

plans. By analyzing how consumers respond to advertising and promotional activities, companies can improve their strategies, strengthen customer relationships, and achieve long-term business growth.

1.2 NEED OF THE STUDY

The study on the effectiveness of current advertising and promotional strategies is important because advertising plays a major role in influencing consumer awareness and purchasing behaviour. In today's competitive market environment, organizations must adopt effective promotional strategies to attract customers and increase sales. This study helps in understanding how advertising and promotional activities affect consumer attitudes and buying decisions.

The study is significant because it helps identify the impact of different advertising media and promotional techniques on consumer awareness. By analyzing consumer responses, the study provides useful information about how customers perceive advertisements and promotional offers. This understanding helps organizations improve their marketing communication strategies.

1.3 RESEARCH PROBLEM

In the present competitive market environment, advertising and promotional strategies have become essential tools for organizations to attract customers and promote their products and services. Companies invest a significant amount of money in advertising and promotional activities with the expectation that these strategies will increase product awareness, influence consumer attitudes, and improve sales performance. However, the effectiveness of these strategies depends on how well they reach and influence the target audience.

Consumers today are exposed to a large number of advertisements through different media such as television, newspapers, social media, and online platforms. Due to the high volume of advertisements, it has become challenging for companies to capture the attention of consumers and create a lasting impression. If advertising messages are not creative, informative, or relevant to the needs of consumers, they may fail to influence purchasing decisions.

1.4 SCOPE OF THE STUDY

The scope of the study focuses on examining the effectiveness of current advertising and promotional strategies and their influence on consumer behaviour. Advertising and promotional activities are essential tools used by organizations to create awareness about products and attract customers. This study aims to understand how these strategies influence consumers in terms of awareness, purchase intention, and customer satisfaction.

The study mainly concentrates on analyzing different advertising media such as television, newspapers, social media, and other digital platforms. It also examines the impact of promotional techniques such as discounts, coupons, gift offers, and other sales promotion methods used by companies to attract customers.

1.5 OBJECTIVES OF THE STUDY

- To study the current advertising and promotional strategies used by the VKC Group.
- To examine the level of customer awareness about the company's advertisements.
- To analyze the effectiveness of different promotional methods used by the company.
- To understand the influence of advertising on customers' buying decisions.
- To suggest improvements for making advertising and promotional strategies more effective.

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