



# Effectiveness Of Advertising Done by Medical Sales Person Towards Their Brand with Reference to Coimbatore City

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## Abstract

Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well. Advertising is used to introduce a new medical product in the market. It helps to compete with establish brands and, thereby, ensures the survival and success of new medical product. Advertising is the key factor for medical companies. Most of the organizations are based on the advertising strategies and they spend more than 5% of their total income to advertisement and brand promotion. The scope of the study is that to implement the advertising strategies followed by the sales persons in medical industry. The study is been analyzed by using percentage analysis, Chi square, Factor analysis and Anova as a tool and the conclusion is that the brand have reached the customers accordingly but a new strategy have to be formulated for the enrichment of the brand which can also be a revolutionary factor for the industry based on the advertisement effect done by sales persons in medical industry.

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## Introduction

The origin of advertising does not lie in the modern industrial age, but it has its roots in the remote past. Thousands of years ago most people were engaged in hunting, farming, or handicraft related activities. They used to barter medical products among themselves.

Distribution was limited to how far the vendor could walk and distribute, advertising was limited to how loud they could shout. Perhaps the earliest form of advertising was simply the trader shouting out the fact that he existed and naming what he had to sell in the local market place.

As an instrument of marketing, advertising was an effective through multiple sales people reaching many people at one time. Then it had used the media as a tool.

Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well.

### Introduces a new medical product

Advertising is used to introduce a new medical product in the market. It helps to compete with establish brands and, thereby, ensures the survival and success of new medical product.

### Creates Demand for Medical product

Advertising creates demand for the medical product. Advertising spread information about the medical product or services and makes consumers aware about it through various mass media which makes positive effect on the mind of the people and create demand for the medical product.

## Impact of advertising

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### **Expand Market**

It helps in expanding local markets, to national level and even to international level. Trading at national and international level is impossible without advertising.

### **Assists Personal Selling**

Advertising reaches a prospect before a salesman could. The prospect is well informed through advertising. Makes the salesman's job easier.

### **Building Brand Image**

The purpose of repeat advertisings is to make people more brands conscious. Once good brand image is developed, buyers generally become brand loyal. Money spent on advertising is a long term investment to build brand and medical companies image.

### **Reduces the cost of goods**

Advertising generates more demand, which leads to large scale medical production and distribution. This results in economies in large scale which in turn reduces cost of goods.

### **Persuades prospects**

Every competitor makes superior claims of his medical product. Therefore, a prospect needs to persuade to buy medical products. So, the role of Advertising is not only to inform but also to persuade.

### **Employment**

Advertising provides employment in the field of advertising to copywriters, models, etc. It provides indirect employment in society due to large scale medical production and distribution.

### **Role of advertising in marketing mix.**

Marketing mix refers to advertising combination of four elements of marketing useful for large-scale marketing. Such elements are: Medical production, Price, Place, and Promotion (4 Ps). According to W.J. Stanton "Marketing mix is the term used to describe the combination of the four inputs which constitute the core of advertising medical companies' marketing system: the medical product, the price structure, the promotional activities and the distribution system"

### **Advertising and elements of marketing mix**

#### **Advertising and medical product**

Medical product is the core element in the marketing mix. The market demand finally depends on the popularity and utility of the medical product. Popularity again depends on the Quality, benefits and uses of the medical product. It is necessary to give publicity to physical and other features of the medical product. Such information needs to be communicated to the prospects through advertising.

#### **Advertising and price**

Buyers are always sensitive about the market price. They shift from one medical product to the other due to quality or price. Price charged should be reasonable. This is necessary for the support and co-operation of consumers.

#### **Advertising and Place**

Place relates to physical distribution which is possible through various channels of distribution. Advertiser has to decide whether to adopt direct or indirect channels of also useful for large-scale distribution. Advertising plays a crucial role to ensure smooth distribution of goods and keep the consumers well-informed.

#### **Advertising and Promotion**

Promotion is perhaps the most important element in the marketing mix. Companies introduce sales promotion campaigns for capturing market. Price discounts and schemes like buy one, get one free are also offered as sales promotion. Various sales promotion techniques are introduced at the consumer and dealer levels. Window display, provision of after sales services and coordinational public relations also facilitate sales promotion. Massive advertising is useful to support the sales promotion campaigns.

#### **Objectives Of The Study**

To know about the medical products involved by the sales persons.

To study about the advertising strategies that can be implemented for the study.

To implement the tools based on the advertising techniques used for the study.



### Scope Of The Study

Advertising is the key factor for a medical companies. Most of the organizations are based on the advertising strategies and they spend more than 5% of their total income to advertisement and brand promotion. The scope of the study is that to implement the advertising strategies used in the study.

### Need Of The Study

The need of the study is to analyze about the advertising strategies by the sales persons so that pros and cons involved in the advertising strategies can be scrutinized which lead to a good reputation for the brand and also for the medical companies.

### Research Methodology

#### Research design

descriptive and causal research has been implemented with the study. Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 mins. These questionnaires were personally administered. The first hand information was collected by making the people fill the questionnaires. The primary data collected by directly interacting with the people. The respondents were contacted at shopping malls,

markets, places that were near to medical companies of the consumer insurance medical products etc. The data was collected by interacting with 150 respondents who filled the questionnaires and gave me the required necessary information. The respondents consisted of students, businessmen, professionals etc. The required information was collected by directly interacting with these respondents.

#### Data collected

Primary data: Primary data is basically collected by getting questionnaire filled by the respondents.

Secondary data: Information that already exists somewhere, having been collected for another purpose Sources include census reports, trade publications, and subscription services. Secondary source of data used consists of books and websites

Sample size: I have targeted 150 people in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Coimbatore regions. . The people were from different professional backgrounds. The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.

Tools used for the study: Percentage analysis, Factor analysis and chi-square analysis.

#### Limitations Of The Study

The study is been limited to 3 months so a deep analysis about the study cannot be justified.

The answers said by the respondents may go wrong accordingly.

#### Analysis And Interpretation

##### Demographic variables of the respondents

Demographic variables	Particulars	Frequency	Percent
Age	Below 25	52	34.7
	25-35	58	38.7
	36-45	32	21.3
	Above 45	8	5.3
	Total	150	100
Gender	Male	78	52
	Female	72	48
	Total	150	100
Educational qualification	SSLC	6	4



	Diploma	4	2.7
	HSC	9	6
	Degree holders	131	87.3
	Total	150	100

Out of 150 respondents 38.7% are in the age group of 25-35, 34.7% says that below 25, 21.3% says that 36-45, 5.3% says that above 45. 52% are male and 48% are female. 87.3% are degree holders, 6% are HSC, 4% are SSLC and 2.7% are diplomas.

Strongly disagree	19	12.7
Disagree	32	21.3
Neutral	74	49.3
Agree	25	16.7
Total	150	100

**Willingness on advertisement**

Particulars	Frequency	Percent
I do not like it at all	45	30
I do not like it	32	21.3
Neutral	58	38.7
I like it	8	5.3
like it very much	7	4.7
Total	150	100

Out of 150 respondents 38.7% says that they are neutral with the willingness on advertisement, 30% says that they do not like it all, 21.3% says that they do not like it, 5.3% says that they like it, 4.7% says that they like it very much. so its shows that most of the persons says that they are neutral with the willingness on advertisement.

**Knowledge on advertisement made by sales persons**

Particulars	Frequency	Percent
No	19	12.7
A little	84	56
Yes	47	31.3
Total	150	100

Out of 150 respondents 56% says that they having a little knowledge on advertisement made by sales persons, 31.3% says that yes, 12.7% says that no. so its shows that most of the persons says that they having a little knowledge on advertisement made by sales persons.

**Medical companies image**

Particulars	Frequency	Percent
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Out of 150 respondents 49.3% says that they are neutral with the medical companies image, 21.3% says that they disagree, 16.7% says that they agree and 12.7% says that they strongly disagree. So its shows that most of the persons says that they are neutral with the medical companies image.

**Creativity**

Particulars	Frequency	Percent
Strongly disagree	24	16
Disagree	21	14
Neutral	19	12.7
Agree	41	27.3
Strongly agree	45	30
Total	150	100

Out of 150 respondents 30% says that they strongly agree the creativity of the medical companies, 27.3% says that they agree, 16% says that they strongly disagree, 14% says that they disagree, and 12.7% says that they are neutral. So its shows that most of the persons says that they strongly agree the creativity of the medical companies.

**Acceptance of information provided**

Particulars	Frequency	Percent
Strongly disagree	13	8.7
Disagree	12	8
Neutral	5	3.3
Agree	74	49.3
Strongly agree	46	30.7
Total	150	100

Out of 150 respondents 49.3% says that they are agree with the acceptance of information provided, 30.7% says that strongly agree, 8.7% says that they



are strongly disagree, 8% says that they are disagree, and 3.3% says that they are neutral. So it shows that most of the respondents says that they are agree with the acceptance of information provided.

**Attention on the product**

Particulars	Frequency	Percent
Strongly disagree	18	12
Disagree	32	21.3
Neutral	12	8
Agree	19	12.7
Strongly agree	69	46
Total	150	100

Out of 150 respondents 46% says that they strongly agree with the attention on the product, 21.3% says that they are disagree, 12.7% says that they are agree, 12% says that they are strongly disagree, 8% says that they are neutral. So its shows that most of the persons says that they strongly agree with the attention on the product.

**Remembrance of advertisement**

Particulars	Frequency	Percent
Strongly disagree	12	8
Disagree	24	16
Neutral	15	10
Agree	44	29.3
Strongly agree	55	36.7
Total	150	100

Out of 150 respondents 36.7% says that they strongly agree with the remembrance of advertisement made by sales persons, 29.3% says that they agree, 16% says that they disagree, 10% says that they are neutral, 8% says that strongly disagree. So its shows that most of the persons says that they strongly agree with the remembrance of

Particulars	Frequency	Percent
Plan promotional events	42	28
Organizing team bonding activities	18	12
Enhancing long term motivational plans	90	60
Total	150	100

Out of 150 respondents 60% says that strategically combination enhancing long term motivational plans, 28% says that plan promotional events, 12%

advertisement made by sales persons.

**Analysis on advertisement strategy**

Particulars	Frequency	Percent
Know the Market	45	30
Establish a Plan	52	34.7
Measure Effectiveness	13	8.7
Gather Feedback	40	26.7
Total	150	100

Out of 150 respondents 34.7% says that they establish a plan analysis on advertisement made by sales persons strategy, 30% know the market, 26.7% says that gather feedback, 8.7% says that measure effectiveness. So its shows that majority of the people says that they establish a plan analysis on advertisement made by sales persons strategy.

**Cost effectiveness on marketing**

Particulars	Frequency	Percent
Social networks	36	24
News papers	61	40.7
Blogs and forums	16	10.7
Media	37	24.7
Total	150	100

Out of 150 respondents 40.7% says that newspaper is the cost effectiveness on marketing, 24.7% says as media, 24% says as social networks, 10.7% says as blogs and forums. So its shows that most of the respondents 40.7% says that newspaper is the cost effectiveness on marketing.

**Strategical combination**

says that organizing team bonding activities. So its shows that most of the persons says that strategically combination enhancing long term



motivational plans.

**Brand positioning**

Particulars	Frequency	Percent
Strongly agree	80	53.3
Agree	12	8
Neutral	5	3.3
Disagree	8	5.3
Strongly disagree	45	30
Total	150	100

Out of 150 respondents 53.3% says that they strongly agree with the brand positioning, 30% says that they strongly disagree, 8% says that they agree, 5.3% says that they disagree and 3.3% says that they are neutral. So its shows that most if the respondents says that they strongly agree with the brand positioning.

**Factor Analysis**

KMO and Bartlett's Test for factors related to acceptance of respondents towards marketing strategies of medical representatives

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	195.20
	df	66
	Sig.	.000

is performed.

A total of 12 variables were identified for the purpose of service provided by the medical companies. In order to reduce the number of variables and to identify the key factors contributing towards the service satisfaction and factor analysis

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**Component Matrix for factors related to acceptance of respondents towards marketing strategies of medical representatives**

Component Matrix				
Component	1	2	3	4
Medical companies image	0.388	0.243	0.017	-0.348
Creativity	0.535	0.291	-0.433	0.075
Acceptance of information provided	0.512	0.295	-0.262	-0.052
Attention on the product	0.697	-0.167	0.083	0.215
Remembrance of advertisement made by sales persons	0.541	-0.48	-0.003	0.164
Correlation of advertisement made by sales persons	0.349	-0.177	0.172	0.744
Believing the product	0.478	0.279	-0.319	0.03
Contribution for brand promotion	0.18	0.619	0.324	0.058
Market segmentation on brand promotion	0.407	-0.245	0.511	-0.421
Brand positioning	-0.208	0.533	0.386	0.324
Variety of products	0.585	-0.05	-0.065	-0.215
Four p's of marketing	0.415	0.077	0.598	-0.09

From the above table, factors above the values above 0.5 are considered and from the filtered variables the variables with common values are been taken in to consideration for decision making process. They are creativity, acceptance of

information provided ,remembrance of advertisement made by sales persons , market segmentation on brand promotion ,brand positioning ,variety of products ,four p's of marketing.



**information provided**

**Demographic profiles and acceptance of**

Demographic Profile	P value	Chi square value	Result
Age	21.396	0.004	Reject
Gender	32.057	0	Reject
Education	14.944	0.245	Accept

The above chi square table shows about the relationship between the demographic profile and the acceptance of information provided by the medical companies. In age and gender the significance value is 0.004 and 0.000 which shows that the alternative hypothesis is been accepted and the education shows that the chi square value is 0.245 where the null hypothesis is been accepted. So the age and gender plays a vital role in the decision making of the medical companies on accepting the information provided by the medical companies.

**Findings**

38.7% are in the age group of 25-35, 34.7% says that below 25, 21.3% says that 36-45, 5.3% says that above 45. So its shows that majority of the respondents are in the age group of 25-35 years. 52% are male and 48% are female. So its shows that majority of the respondents are male in this survey. 87.3% are degree holders, 6% are HSC, 4% are SSLC and 2.7% are diplomas. So its shows that most of the persons are degree holders. 38.7% says that they are neutral with the willingness on advertisement made by sales persons, 30% says that they do not like it all, 21.3% says that they do not like it, 5.3% says that they like it, 4.7% says that they like it very much. so its shows that most of the persons says that they are neutral with the willingness on advertisement made by sales persons. 56% says that they having a little knowledge on advertisement made by sales persons, 31.3% says that yes, 12.7% says that no. so its shows that most of the persons says that they having a little knowledge on advertisement made by sales persons. 61.3% says that they viewing of advertisement made by sales persons 4 or more times, 28.7% says that 3 times, 4% says that 1 times, 3.3% says that 2 times, 2.7% Says that never. So its shows that most of the persons says that they viewing

advertisement made by sales persons 4 or more times.

**Sugesstions**

Major persons in the survey are degree holders which show that the medical companies has to concentrate on this kind of respondents to implement the marketing strategy for the medical companies. The awareness about the advertisement made by sales persons is high but most of the respondents are not aware about the advertisement made by sales persons provided by the medical companies. So a creative advertisement made by sales persons can be made to cover more persons on advertising the products. Major part of the respondents says that they are viewing the advertisement made by sales persons for the maximum number of times but form the other answers it shows that is not been effective. So the advertisement made by sales persons time can be managed in prime time with most effective words for the betterment of the product.

**Conclusion**

Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well. The study is been conducted in an insurance medical companies where percentage analysis, chi square and factor analysis are used as a tool for analyzing the market. The conclusion is that the brand has reached the customers accordingly but a new strategy have to be formulated for the enrichment of the brand which can also be a revolutionary factor for the industry.

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