

MEASUREMENT OF ADVERTISING CAMPAIGN EFFECTIVENESS OF MOMS OVEN IN NAGPUR CITY

Mr. Tarandeep Singh Gadhoke

Student, MBA, Shri Ramdeobaba College of Engineering and Management, Nagpur, Maharashtra, India

Dr. Abhijeet Agashe

Associate Professor, Department of Management Technology, Shri Ramdeobaba College of Engineering and Management, Nagpur, Maharashtra, India

Dr. Rupesh Pais

Associate Professor, Department of Management Technology, Shri Ramdeobaba College of Engineering and Management, Nagpur, Maharashtra, India

ABSTRACT

The present research attempts to find out the advertising campaign effectiveness of one of the prominent ice cream manufacturing company Dinshaw's that launched 'Mom's Oven' brand in Nagpur city of Maharashtra, India. The objective of the company was to build up brand awareness, brand recall and visibility. It has been found that the company had given advertisement only in the form of hoarding. Primary data was collected with the help of questionnaire from 130 respondents. Questions were asked to the respondents from different area of Nagpur. (25%East, 25%West, 25%North, 25%South). After this data analysis, the researcher found that the objective of the campaign, which was to position the brand as 'finally a soft bread that doesn't becomes toast in 4 days' was not fulfilled. From the research it is concluded that the brand should focus on taste and freshness/softness of the bread rather how long does it lasts.

KEYWORDS: *Brand awareness, advertising effectiveness, advertising campaign, Dinshaw's.*

INTRODUCTION

Dinshaw's is one of the prominent brand of Nagpur that have started bread manufacturing in the year 2016. They have given the brand name 'Mom's Oven' to its breads in Nagpur city of Maharashtra, India.

Dinshaw's was established in the year 1932 by Dinshaw and Erachshaw Rana. It started out as a dairy business in Gittikhadan, Nagpur. Their enthusiasm to expand their business resulted in the birth of "Dinshaw's Ice-cream". In mid-fifties Dinshaw's decided to extend their business into the non-summer months and they replaced hand-churners with vertical freezers. 'Mom's Oven' is the new brand with which Dinshaw's has entered into confectionery. Confectionery is the art of making confections, which are food items that are rich in sugar and carbohydrates. Bakers'

confectionery, also called flour confections, includes principally, bread, sweet pastries, cakes, and similar baked goods(<https://en.wikipedia.org/wiki/Confectionery>). This research work is carried out to measure the effectiveness of advertisement / integrated marketing communication tools used for promotion of 'Mom's Oven' bakery of Dinshaw's in present environment in Nagpur.

Nagpur is the third largest city and winter capital of the Indian state of Maharashtra. It is the 13th largest Indian city by population. According to an Oxford Economics report, Nagpur is projected to be the fifth fastest growing city in the world from 2019-2035 with an average growth of 8.41%. It has been proposed as one of the Smart Cities in Maharashtra. (<https://en.wikipedia.org/wiki/Nagpur>)

The term advertisement effectiveness is a medium through which any advertisement campaign can be attained. Demand & supply, consumer buying behavior, advertisers promotional efforts should be taken into consideration in order to use any measure of advertisement effectiveness. Direct and indirect substitutes of the products should be taken into account. The measurement can be done in numerous forms like through T.V, Radio, Billboards, Direct mail, Internet etc. Testing the advertisement is possible at any stage of advertising process. Campaign can be done before or after the advertising campaign during, and after the campaign is fully run. During this research, researcher have used post testing. Whenever an advertisement is tested the first and foremost thing that is concluded is consumer's brand awareness, it means that the consumer is aware of the brand or not. In case of 'Mom's Oven' brand awareness of the consumer was not satisfactory. Consumers purchase decision is dependent upon consumers brand awareness. As in Dinshaw's we found that brand awareness of the bread launched by Dinshaw's i.e. 'Mom's Oven' was not up to the mark as we thought it would be. Our suggestion would be to increase the visibility of 'Mom's Oven' campaign as Dinshaw's has only advertise it in the form of hoarding and not in any other means of advertisement. This would increase cost but eventually it will give visibility to the customers about the product and the brand that has been launched by Dinshaw's.

LITERATURE REVIEW

Today, particularly young children play an important role as consumers. Especially confectionary products are concerned they do not care price of which they want to buy. Also they do not care whether these products are healthy for them or not. While they are shopping the first thing comes in their mind to purchase the advertised products. (K Udayakumar, S Ramesh 2017)

As in the study found that Concord real estate private ltd has 0% of Television Commercials (TVC). Television is the strongest medium for the sake of communicating information. So, concentration on the use of T.V. media is necessary for Concord real estate private ltd. New means of advertising, Like- Facebook, Twitter, pop-ups or pop-downs may be used by Concord real estate private ltd. (On & Estate, IAD 2013)

The study describes vital integrated marketing communication techniques, as well as different promotional strategies like sales promotion, advertising, public relations, direct marketing and personal selling In addition to that, customer feedback was collected at the bakery, to find out customers' needs and desires Cinnabon Bakery should shift from old-fashioned mass advertising to niche marketing, to create cost effective campaigns using both traditional and digital communication tools. (Ekaterina Zhegalina 2015)

From this research paper the researcher found that internet communication is also very important in increasing the brand awareness as it grows and spread very fast. The Internet is a new technology that makes some things simpler, cheaper and easier. It is a new way to communicate with consumers, for consumers to communicate with one another, and a new way to sell products and services to consumers. (Pavlou, P. A., & Stewart, D. W. 2013).

The advent of Web 2.0 is changing tourists' behaviors, prompting them to take on a more active role in preparing their travel plans. It is also leading tourism companies to have to adapt their marketing strategies to different online social

media. The study also analyzes advertising effectiveness in social media in terms of customers' visual attention and self-reported memory (recall). (Muñoz-Leiva, F., Hernández-Méndez, J., & Gómez-Carmona, D. 2019).

It can be revealed that various means of media should be used to interact with your customers as use of various media helps in increasing buying behavior that means customer tends to buy product by watching such direct mail, hoarding, advertisement, t.v. bill board etc. (Peter J. Danaher and Tracey S Dagger 2013).

RESEARCH METHODOLOGY

Objective of the study: Measuring effectiveness of the advertisement campaign for 'Mom's Oven' brand.

Sample size and its selection: Sample size for this research is 130 and were selected by multistage sampling.

Competitor: Dinshaw's being the brand that sell bread have competitors like Haldiram's, 5 star bakery, Chanduram bakery, Ajit bakery.

Data collection: Primary data has been collected from the respondents through questionnaire and with the help of interview.

DATA ANALYSIS AND FINDINGS

As we wanted to know the top of the mind recall of the respondents the researchers have asked them that when they think of bread what brand comes to their mind. From the research it is inferred that Haldiram has the highest top of the mind recall among the respondents with 42% and second comes Dinshaw's with 23% of recall. The data was collected from different areas of Nagpur in the form of questionnaire.

From this research it can be inferred, when the respondents were asked that whether they know any popular companies of Nagpur that have recently launched a bread the responses were that 64% had an idea or they have heard about a company that have recently launched bread. Rest 36% didn't know about the company that manufacture bread.

Although the respondents were not sure about the name of the brand or company thus we have asked them another question that if yes can the respondents name it? 36% do not know the answer to the question. 52% of the respondents have correctly answered Dinshaw's and rest have answered various other local competitor like 5 star, Chanduram bakery, Ajit bakery, etc.

Then also when few respondents were not able to recognize the brand thus the researcher have distorted the logo of the brand and then shown to the respondents and asked them to tell them to name the brand, the responses were 52% have named the brand correctly but rest 48% either not know or were not able to recognize the brand.

Hence a clear hint was given by the researcher with the help of a direct question that have they ever heard of 'Mom's Oven' before? Surprisingly it was noticed that there was a rise in number of affirmative responses 63% of respondents have heard of 'Mom's Oven' brand before and rest 37% have not heard of the brand ever.

Then the respondents were asked a simple brand awareness question do they know Dinshaw's / moms oven have started bread manufacturing? 81% of respondents have answered yes that means out of 130 respondents 105 respondents agreed that 'Mom's Oven' / Dinshaw's have started Bread manufacturing. Rest 19% don't know this.

As only 105 respondents have answered the previous question the further question will spot on these respondents

only. Respondents were asked that under what name Dinshaw's 'Mom's Oven' are selling the bread? 70% have answered correctly that is 'Mom's Oven', 28% don't know the name under which they are selling the bread, and 2% think that Dinshaw's is the name of the bread.

Then the respondents were asked that have they consumed Dinshaw's bread before. 79% of respondents have consumed the bread and 21% have not consumed the bread ever.

As from the data collected from the questionnaire the researcher have asked the respondents to rank what they like the most about the bread. The option given to respondents were 1- Taste is really good, 2- Bread is soft, 3- bread remains soft for 3-4 days, 4- value for money, from the above four options they have to rank them they have chosen bread is soft as rank 1, they ranked taste as 2nd, 3rd being softness that remains for 3-4 days and last 4th value for money.

The researcher had to check whether the communication objective of the brand i.e. finally a soft bread that doesn't become toast in 4 days, hence a question on buying behavior is asked that rank the factors / attributes of a bread you consider buying any bread? so they answered as 1st they want taste, 2nd they want softness, 3rd they want softness that lasts 3-4 days, 4th is price and 5th will be brand name.

While conducting the research the respondents were asked, if they have seen the hoarding of Moms oven and do they recollect the headline on the hoarding? 73% respondent have seen hand can recall the main headline of the Dinshaw's

CONCLUSIONS

As is evident from the research, 'Haldiram' has the top of the mind recall, to cover the highest market share Dinshaw's have to beat haldiram's mark. The brand recall of brand is poor in case of 'Moms Oven'. The marketing communication done by Dinshaw's is only in the form of hoardings, it would be efficient if Dinshaw's would have given it in the form of newspaper, and television advertisement just to increase the brand awareness and eventually brand recall would increase.

Thus visibility of the brand through communication media should increase from the end of Dinshaw's. Buying behavior of an individual plays an important role in brand awareness which every company should take this into consideration. The researcher have noticed from the above research that the communication objective of 'Moms Oven' campaign i.e. 'finally a soft bread that doesn't become toast in 4 days'. Was not fulfilled. The researcher would suggest to focus more on taste and softness / freshness of the bread than how long does it lasts.

REFERENCE

1. Dr. K Udayakumar, S Ramesh September 2017. *A study on effect of advertisement on confectionary product with special reference to Vellore city Volume 2; Issue 3; Page No. 541-545*
2. (On & Estate, IAD) "Measuring the Effectiveness of IMC on Real Estate Business" *A study on Concord Real Estate Ltd. Mahtab faruqui (2013)*
3. *Developing integrated marketing communications for Cinnabon bakery in Finland, Ekaterina Zhegalina, 2015*
4. Pavlou, P. A., & Stewart, D. W. (2013). *Measuring the Effects and Effectiveness of Interactive Advertising. Journal of Interactive Advertising, 1(1), 61-77. http://doi.org/10.1080/15252019.2000.10722044*
5. Muñoz-Leiva, F., Hernández-Méndez, J., & Gómez-Carmona, D. (2019). *Measuring advertising effectiveness in Travel 2.0 websites through eye-tracking technology. Physiology and Behavior, 200, 83-95. http://doi.org/10.1016/j.physbeh.2018.03.002*
6. Peter J. Danaher and Tracey S Dagger (2013). *Comparing the relative effectiveness of advertising channel: A case study of a multi media blitz campaign.*
7. <https://en.wikipedia.org/wiki/Confectionery>
8. <https://en.wikipedia.org/wiki/Nagpur>.