

A STUDY ON THE EVOLUTION OF ADVERTISING TECHNIQUES AND THEIR EFFECT ON CONTEMPORARY SALES APPROACHES

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Abstract

This study examines the evolution of advertising techniques and their influence on contemporary sales strategies, with special reference to Bharti Airtel. Advertising has transformed significantly from traditional mass media channels such as television, radio, and print to digital platforms including social media, search engines, mobile applications, and personalized data-driven campaigns. The research explores how these evolving advertising approaches have reshaped customer engagement, brand communication, and sales performance in the telecommunications sector. The study analyzes the shift from one-way promotional communication to interactive and customer-centric marketing strategies. It evaluates the effectiveness of traditional advertising in building mass awareness and brand credibility, while assessing the impact of digital advertising techniques such as targeted ads, influencer marketing, content marketing, and real-time analytics in driving customer acquisition and retention. A quantitative research approach is adopted using customer survey data and secondary marketing reports to understand how advertising evolution influences buying behavior and sales outcomes. The findings reveal that digital advertising significantly enhances lead generation, customer engagement, and conversion rates due to precise targeting and measurable performance metrics. However, traditional advertising continues to play a crucial role in strengthening brand visibility and trust among diverse demographic segments. The integration of traditional and digital techniques supports omnichannel sales strategies and improves overall market competitiveness.

Keywords: Advertising Evolution, Digital Marketing, Traditional Advertising, Sales Strategies, Customer Engagement, Brand Communication, Omnichannel Marketing, Telecommunications Industry, Bharti Airtel

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I. INTRODUCTION MARKETING COMMUNICATION PROCESS:

Marketing communication refers to the systematic process through which an organization conveys information about its products or services to its target customers. The main objective is to create awareness, influence purchasing decisions, and build long-term relationships with consumers. The marketing communication process consists of three major elements:

1. **Sender (Company/Organization)** – The firm that develops and transmits the message.

2. **Message & Medium** – The information communicated through advertising, sales promotion, digital media, etc.

3. **Receiver (Customers/Dealers)** – The target audience who interprets and responds to the message.

Effective communication ensures proper feedback, minimizes misunderstanding, and enhances customer engagement.

IMPORTANCE OF ADVERTISING:

Advertising plays a crucial role in modern marketing. Its primary purpose is not merely to sell a product or service but to establish

effective communication between producers and consumers.

The key objectives of advertising include:

- To create immediate sales opportunities.
- To build primary demand for new products or services.
- To introduce special price offers or promotional deals.
- To inform customers about product availability.
- To increase market share in a competitive environment.
- To assist sales personnel by creating product awareness among retailers and distributors.
- To increase product usage frequency.
- To build a strong corporate image.
- To enhance brand recognition and recall.

For a telecom service provider like **Bharti Airtel Limited**, advertising helps strengthen customer trust, expand subscriber base, and maintain competitive positioning in the telecom market.

NEED FOR THE STUDY

Customer satisfaction is a key determinant of long-term business success. In a competitive telecom industry, understanding customer perceptions regarding pricing, service quality, and network performance is essential.

This study has been undertaken to:

- Assess the satisfaction level of customers and dealers.
- Identify areas requiring improvement.
- Evaluate the effectiveness of sales and advertising strategies.
- Understand distribution efficiency and dealer performance.

Sales are fundamental for revenue generation and profit maximization. Advertising and distribution channels act as vital links between the organization and end consumers.

Therefore, analyzing these elements helps in strengthening overall marketing performance.

SCOPE OF THE STUDY

The scope of the study is confined to evaluating the **effectiveness of sales and advertising strategies of Bharti Airtel Limited** in Rangareddy District.

Key aspects covered in the study:

- Dealer satisfaction levels.
- Customer awareness and brand perception.
- Evaluation of tariff plans and service quality.
- Assessment of advertising effectiveness.
- Study conducted for a specific time period.
- Primary data collected through structured questionnaires.

OBJECTIVES OF THE STUDY

- To analyze customer opinions regarding Airtel tariff rates.
- To examine brand loyalty towards Airtel.
- To identify factors influencing customer preference.
- To determine Airtel's market share in the selected region.
- To identify major sources of customer awareness.
- To measure customer satisfaction regarding network coverage.
- To evaluate satisfaction with service quality.
- To compare recharge and top-up services with competitors.

II. RESEARCH METHODOLOGY

Marketing research requires systematic data collection and analysis. The study uses both primary and secondary data sources.

Sources of Data

1. Internal Sources

- Company records
- Sales reports
- Financial statements

- Internal databases

2. External Sources

Primary Data

Primary data was collected using a structured questionnaire specifically designed for the study. The questionnaire included both open-ended and closed-ended questions divided into two sections for better data organization.

Secondary Data

Secondary data was collected from:

- Company website
- Official reports
- Magazines and journals
- Company brochures and catalogues

METHOD OF RESEARCH

Survey Method

The survey method was adopted to collect primary data directly from respondents. Personal interviews were conducted to gather accurate and reliable information.

Sampling

Sampling involves selecting a representative portion of the population to draw conclusions.

Sample Size

- Total respondents: 100

Sampling Plan

- **Sampling Unit:** Business people and professionals.
- **Sampling Procedure:** Stratified Random Sampling.
- **Sampling Method:** Random Sampling Method, where each respondent had an equal chance of selection.

III. METHOD OF SAMPLING

RANDOM SAMPLING METHOD

The method adopted here is random sampling method. A random sample is one where each item in the universe has as equal chance of known opportunity of being selected.

RESEARCH INSTRUMENT

QUESTIONNAIRE:

A Questionnaire is carefully completed logical sequence of question

directed to a define objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is son commonly used in securing market information that its preparation deserves utmost skill and care.

FORMS OF QUESTIONS

OPEN ENDED QUESTIONS:

They are descriptive in nature. Respondents are allowed to answer in their own words. Such questions buying the actual opinion of the respondent r Regarding a product.

CLOSED ENDED QUESTIONS:

They are not descriptive in nature. They will be given certain choices and the respondents have to choose choice among them. They make analysis easy but sometimes they restrict the respondents' choices.

LIMITATIONS

1. The study duration was limited to 45 days.
2. The sample size was restricted to 100 respondents.
3. The study was geographically confined to Rangareddy District.
4. Closed-ended questions may restrict detailed responses.
5. Research focused only on Airtel customers.
6. Communication barriers may have affected responses.
7. Some respondents had limited educational background, affecting the depth of feedback.

IV. REVIEW OF LITERATURE

Advertising is a strategic communication process used by organizations to inform, persuade, and remind customers about their products, services, or ideas. It plays a critical role in shaping consumer perceptions, influencing buying behavior, and building long-term brand equity.

In the present competitive business environment, advertising has evolved from simple product announcements to highly integrated marketing communication systems that combine traditional and digital platforms. Organizations today focus not only on selling products but also on creating meaningful customer relationships through consistent brand messaging.

Advertising can serve both commercial and non-commercial purposes. While business organizations use advertising to increase sales and market share, governments and non-profit institutions use it to promote public awareness campaigns related to health, education, and social responsibility.

Public Service Advertising

(PSA) refers to the use of advertising techniques to inform, educate, and influence public attitudes toward social, environmental, and community issues rather than to promote commercial products. It plays a vital role in addressing national and global challenges such as public health awareness, climate change, gender equality, road safety, digital literacy, mental health, and disaster preparedness.

In the modern era, PSA campaigns have evolved from traditional radio and television broadcasts to integrated multi-platform communication strategies. Governments, non-governmental organizations (NGOs), international bodies, and corporate foundations now utilize digital media, social networking platforms, influencer collaborations, and mobile-based messaging systems to maximize reach and engagement.

Public service advertising is also closely linked with concepts such as:

- Social marketing
- Cause-related marketing
- Public interest communication
- Behavioral change communication

Unlike commercial advertising, the primary objective of PSAs is social impact rather than profit generation. However, the

communication strategies used—emotional appeal, storytelling, celebrity endorsement, and persuasive messaging—are often similar to those used in commercial campaigns.

Regulatory Framework and Broadcasting Requirements

In the United States, the **Federal Communications Commission (FCC)** requires broadcast license holders to operate in the “public interest, convenience, and necessity.” While there is no fixed quota for PSAs, broadcasters are expected to allocate airtime for socially beneficial messaging. Historically, many PSAs were aired during non-prime hours; however, with growing public accountability and digital transparency, organizations now prioritize high-visibility placements to ensure broader impact.

The **Ad Council**, originally established during World War II as the War Advertising Council, remains one of the largest producers of public service campaigns in the United States. It has led nationally recognized initiatives on road safety, disaster relief, education, and environmental protection. One of the longest-running campaigns includes Smokey Bear, promoting wildfire prevention awareness.

Public Service Advertising in the Digital Era

Modern PSA strategies now emphasize:

- **Digital-first campaigns** using YouTube, Instagram, and short-form video platforms
- **Data-driven targeting** to reach vulnerable or high-risk populations
- **Mobile alerts and SMS awareness campaigns**
- **Influencer and celebrity advocacy partnerships**
- **Interactive campaigns encouraging public participation**
- **Use of Artificial Intelligence for behavioral insights**

Global organizations such as the **World Health Organization (WHO)** and the **United Nations** actively use social media and digital

advertising to promote health campaigns, vaccination drives, climate action initiatives, and sustainable development goals.

In India, public service campaigns related to sanitation (Swachh Bharat), digital payments, vaccination awareness, and road safety have extensively utilized television, radio, outdoor media, and digital platforms for mass outreach.

Types of advertising

Advertising today extends far beyond traditional media. With technological advancements and changing consumer behavior, almost any platform where a sponsor can deliver a paid message can serve as an advertising medium.

Broadly, advertising can be classified into **Traditional Advertising** and **Digital Advertising**, with several hybrid formats emerging in recent years.

Television Advertising (Updated View)

Television commercials remain a powerful mass communication tool, especially for national branding. Major events such as the **Super Bowl** continue to command premium ad pricing, with modern 30-second slots costing several million dollars.

Recent trends in television advertising include:

- Integration with streaming platforms (OTT advertising)
- Addressable TV ads (targeted households)
- Interactive smart TV ads
- QR code-enabled television commercials
- AI-driven audience analytics

Infomercials, once limited to late-night programming, have now evolved into livestream shopping formats on digital platforms.

Radio Advertising

Radio advertising continues to be relevant, particularly in regional and local markets. With the rise of digital audio streaming, radio advertising has expanded into:

- Podcast sponsorships
- Spotify and music app ads
- AI-personalized audio ads
- Geo-targeted radio campaigns

The advantage of radio remains its cost-effectiveness and strong emotional engagement through voice and music.

Digital advertising

Television advertising / Music in advertising

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (as of 2009). The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible. Infomercials: An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" combining the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Radio advertising

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

Online advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

IMPORTANCE OF ADVERTISING:

The purpose of advertising is motivating but to sell something a product, a service or an AIRTEL. The real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “Increased awareness” list of the following specific objectives of advertising.

- To make on immediate AIRTEL
- To build primary demand
- To introduce a price deal
- To inform about a products availability
- To increase market share
- To help salesman by building on awareness of a product among retailers
- To increase the frequency use of a product.
- To build overall company image
- To build brand recognition

V. DATA ANALYSIS AND INTERPRETATION

Awareness of Airtel Advertising

Response	No. of Respondents	Percentage
Yes	92	92%
No	8	8%

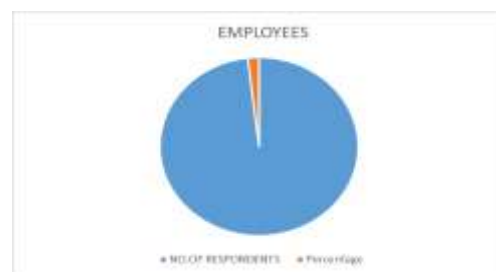


Interpretation:

92% of respondents are aware of Airtel advertisements. This indicates strong advertising reach and effective promotional campaigns across media platforms.

Influence of Advertising on Purchase Decision

Response	Respondents	Percentage
Yes	68	68%
No	32	32%



Interpretation:

68% of respondents stated that advertising influenced their decision to choose Airtel services. This shows advertising plays a strong role in customer acquisition.

Satisfaction with Airtel Services

Level of Satisfaction	Respondents	Percentage
Highly Satisfied	28	28%

Satisfied	46	46%
Neutral	18	18%
Dissatisfied	8	8%

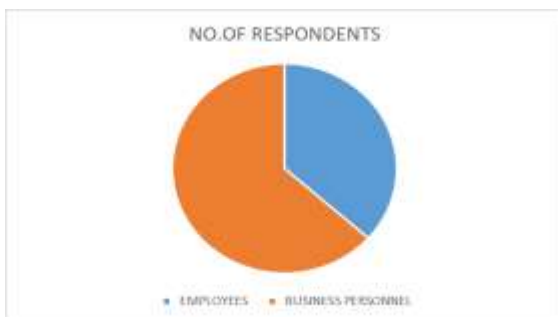


Interpretation:

74% of respondents are satisfied or highly satisfied. This reflects that Airtel's sales promises and advertising messages align well with actual service delivery.

Impact of Sales Promotions

Promotional Scheme	Percentage
Awareness	
Cashback Offers	40%
Data Bonus Offers	30%
Festival Offers	20%
Referral Programs	10%



Interpretation:

Cashback and bonus data offers are the most attractive promotional tools. Sales promotions significantly influence customer retention.

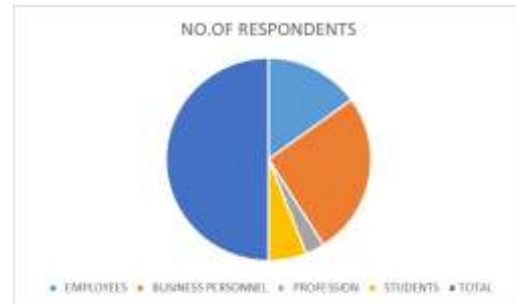
ANALYSIS

THE TYPES OF CONSUMERS OF PURCHASE OF AIRTEL

According to my survey, it can be seen from the above table that indicates Employees

15 (30%), Business Personnel 26 (52%), Profession 3 (6%) and Students 6 (12%), are preferring to purchase AIRTEL.

BAR GRAPH REPRESENTING THE TYPES OF CONSUMERS OF PURCHASE OF AIRTEL



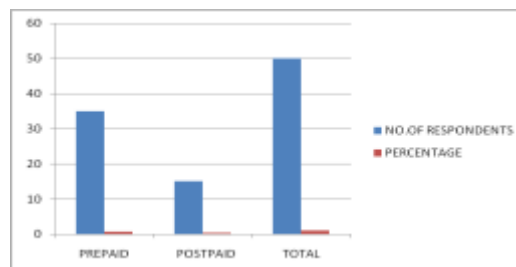
Influencing factors to purchase of AIRTEL

As per my survey, the above table reflects that Friends 11 (22%), Advertisements 10 (20%), Goodwill/Fame 14 (28%), Personal Choice 15 (30%) are the factors influencing to purchase of AIRTEL.

PREPAID & POSTPAID CONNECTIONS OF AIRTEL

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
PREPAID	35	70%
POSTPAID	15	30%
TOTAL	50	100%

BAR GRAPH REPRESENTING PREPAID & POSTPAID CONNECTIONS OF AIRTEL



Interpretation :

According to my survey, it can be seen from the above table that indicates PREPAID 35 (70%), POSTPAID 15 (30%), prefer to purchase AIRTEL.

VI. FINDINGS

- Although Airtel has strong brand recognition, certain customer segments feel that advertising messages are not effectively reaching rural and semi-urban populations.
- Some respondents believe that advertisements lack clarity and simplicity, making them difficult to understand.
- Promotional activities targeted at retailers and end customers are perceived as limited compared to competitors.
- Customers expect more reward-based promotional schemes such as loyalty gifts and cashback incentives.
- Airtel relies heavily on digital and television media, while alternative advertising channels (local campaigns, regional events, grassroots marketing) require improvement.
- Branding and recharge voucher design can be made more visually appealing and informative.
- Network connectivity in certain rural and remote villages requires further expansion.
- Prepaid customers feel that talk-time value and data benefits could be enhanced.
- Field-level promotional activities such as roadshows and local awareness programs are limited.
- Marketing personnel require continuous training to provide updated product knowledge to customers and retailers.
- Personal selling and direct customer engagement need strengthening, particularly in rural markets.

SUGGESTIONS

- Enhance rural and semi-urban advertising campaigns through localized marketing strategies.

- Simplify advertising messages to ensure clarity and easy understanding for all customer groups.
- Introduce attractive customer loyalty programs, reward points, and festival-based promotional gifts.
- Expand the use of diversified advertising media such as influencer marketing, local sponsorships, and community engagement programs.
- Improve packaging and recharge communication materials to make them more visually appealing and informative.
- Accelerate network expansion in underserved rural areas to strengthen service coverage.
- Increase prepaid talk-time value and data benefits to enhance customer satisfaction.
- Conduct regular roadshows, awareness drives, and retail engagement programs to increase brand visibility.
- Provide structured training programs for marketing and sales personnel to enhance product knowledge and communication skills.
- Strengthen personal selling efforts by direct interaction with customers and retailers.
- Introduce flexible low-value recharge options (micro-recharges) to attract price-sensitive segments.
- Launch segmented plans tailored for students, professionals, women, and senior citizens to increase market penetration.
- Offer competitive tariff plans while maintaining service quality to improve market share.

CONCLUSION

From the study, it can be concluded that effective sales growth in the telecom sector depends largely on strong advertising strategies, customer-oriented promotional



activities, and consistent service quality. While **Bharti Airtel Limited** maintains a strong market presence and brand image, improvements in rural outreach, personalized promotions, and customer engagement can further enhance sales performance.

Advertising, when combined with strategic sales promotions and superior service delivery, creates sustainable competitive advantage. Continuous innovation in marketing communication and customer satisfaction initiatives will support long-term growth and market leadership.

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