Radio (FM) Advertising and Consumer Behavior

Dr. Mahesh Mukund Deshpande

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Finally, I dedicate this thesis to my parents: mother Late Sunanda Deshpande and father Late Shri. Mukund Deshpande.

Deshpande Mahesh Mukund

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CHAPTER - I

INTRODUCTION

1.1 PREFACE

Gaining market share is the main objective for domestic home appliances companies involved in sales marketing of specific products. However, deciding on the right marketing strategies is challenging due to numerous factors influencing customer purchasing decisions. It is therefore important to understand the customer values and the major preferences, for instance the quality versus price, levels of services, brand loyalty, distribution channels. This study researches customer behavior in a specific market and product area as well as influence of radio advertising on customer buying behavior.

"**Domestic appliance** is usually defined as a large machine which accomplishes some routine housekeeping task, which includes purposes such as cooking, or food preservation, in house hold, institutional, commercial or industrial setting." Major appliances have become more technically complex from the control side recently with the introduction of various Energy labeling rules across the world. This has meant that the appliances have been forced to become more and more efficient leading to more accurate controllers in order to meet the regulations.

The home appliances industry has played a major role in the growth of economy in the west zone of world in last two decades. Major players like LG, Electrolux, Whirlpool, Philips and Sansui made large investments for setting up modern, large capacity manufacturing plants in the United States and Europe, to take advantage of economies scale. Japan and Korea were the other countries that made rapid strides in this field. In the 1980s, most of the corporations realized that their markets in Europe and USA were saturated. The entry of multinationals in the Asian markets has been representative of such globalization trends. Leading international home appliances companies targeted the India along with the China as a key investment opportunity in all areas. Developing countries with high population growth rates and rapidly expanding incomes became their targets. In 2005, approximately 210 million units of appliances were sold worldwide, generating more than $50 billion in revenue for the manufacturers.

Multinational companies continued to focus on India as a manufacturing hub for consumer appliances. Panasonic aggressively expanded its retail foot print; LG and Samsung were already manufacturing most of their home appliances in India. Retail stores offered attractive financing options to buyers of home appliances in India. Financial schemes are helpful for salaried consumers to buy products in small equated monthly installments.

Products such as Refrigerators, A.C., Toasters, Atta maker, Radio, are generally thought of as "Domestic home appliances". There are more than hundred types of domestic home appliances that are traded in Pune city. Generally these home appliances divided in to three categories, Major home appliances (white goods), small appliances (brown goods), and TV like appliances are considered as consumer electronics appliances or (brown/shiny goods).

Pune is a big market for all types of domestic home appliances. Different type of market trends are handled by the distribution channels. Competition in market is also high in Pune city due to this different promotional strategies are handled for product awareness. Customers are basically classified into four categories platinum, gold, iron and lead for domestic home appliances.

Study of consumer behavior, types of customers in market, promotional mix used by distribution channel, customer relationship affects on domestic home appliances sale. Promotion is one of the main components of marketing mix, it is essential to complete the sales process. Communication is one of the components of promotion mix; if a business cannot effectively communicate its message to public it will not close sales. This aspect of marketing involves actually advertising to customers and selling them Product. Effective advertising is done by getting word or phrase related to products and services. Dennis Mc-Quail (1983) defines "communication is process which increases commonality but requires element of commonality for it to occur at all." Specially, it talks about the significance of mass media how it affects the individual and society rather than focusing on definition and models in general.1

1MC Qual's mass communication Theory Dennis McQail (1983)

Advertising is component of retail promotion mix and use of internal and external public relation offices to generate favorable publicity and reply to media information requests. 'Advertising is paid; non-personal communication transmitted through out of store mass media by identified sponsor'.

Out of store mass media includes- Newspapers, *Radio,* TV, the Web and other mass communication channels, rather than personal contacts. In store communications (such as displays and audio announcements) are considered sales promotion. Identified sponsor advertising clearly divulges the sponsor's name unlike publicity. Promotion of trade was done in USA (18th century), notice board of wines placed outside houses. Although Marconi received the noble prize, for invention of Radio in (1909).Radio stations were running up in world's major city by late 1920s.Countries like, America, Australia, Britain, Canada etc, immediately allowed radio become a commercial medium with minimal government regulation. Radio broadcasting pioneered in India in 1924. Businessman in Mumbai started Indian broadcasting company with stations at Mumbai and Calcutta in 1927. Government of India took over in 1930, due to failure of company.

A separate department started by Government known as Indian Broadcasting Service was opened. This service is known as "All India Radio" placed under separate ministry. Commercial advertisements introduced in All India Radio (AIR) since November 1967.Commencement started from Bombay and Nagpur channel with 'Vividh-Bharati' on experimental basis. Advertisements are accepted in any language as tape recorded "SPOTS" of 15 sec. to 30 sec. Steady rise in gross revenue by commercial services were went up from 1967 to 1977 was Rs. 2.96 Corers to Rs 38.21 Corers.2

FM broadcasting began on 23 July 1977 in Madras, and was expanded during the1990s. In 2000 FM stations started at big cities because government declared auction of "108 FM" frequencies across India. Radio city Bangalore is India's first private station and was launched on 3 July 2001. In Pune city all types of people listen to "FM" Radio such as, 98.3(Radio mirchi), 91.1(Radio city), 101(Vividh Bharati), 90.8(Pune University vidyavahini), etc. eight stations provide entertainment, knowledge and information.

Pune city is the eighth largest metropolis in India and second largest in Maharashtra. As per the 2011 census of India estimate, the population of Pune urban agglomeration is 6,049,968. Growth in the *software and education* sectors has led to an influx of skilled labor from across India. According to PMC (Pune Municipal Corporation), 40% of the population lived in slums in 2001, and they are listeners of FM channels.

FM Radio advertising is its relationship to literacy by communicating through music, jingles, and the spoken word & radio Jockey programs. Even programs were branded—LUX Radio Theatre, Kraft music Hall, Cibaka Geet Mala, Colgate good morning program, etc, giving advertisers an additional boost. Advertising agencies reinvented themselves, often writing both commercials and the programming for their clients. Early Radio stars frequently delivered the commercial messages during their shows.

1.1.1 Purpose of the Study

The purpose of this study is to communicate message of home appliances company to targeted customers and new customers via radio stations or FM channels in a specific market. Moreover, be proper study of that would be supplies driver seats to retailers and end users, and the sales team requested. A research of the consumer behaviors and preferences in the domestic home appliances market in Pune city where they have the need to upgrade their market share penetrate their product with proper marketing mix.

1.1.2 Research Challenges

The executor of the study is concentrated on the radio stations, home appliances retailers in question and approached the sales team about making an empirical research. The sales team was asked exactly what they would want to research, and the context was agreed on during an internal meeting. The sales team suggested in which segment the research should be conducted and consequently let the executor of the study choose the research methods. A questionnaire was created which was approved by the guide and from there on, the material collected was related to the topic.

2 http://allindiaradio.gov.in

1.2 THEORETICAL FRAMEWORK

The theoretical methods in section1.2 (See Figure 1.2.) have been chosen based on the marketing process of the study in addition to the findings of the market survey.

Figure 1.1: Theoretical framework of Thesis
Source: marketing by Kotler & Keller

A marketing channel is set of practices or activities necessary to transfer the ownership of goods, and to move goods, from point of production to the point of consumption. Marketing mix consists of promotional mix and it affects on the quantity sale out within time period. Advertising factor directly affect on the product, its production, price volatility, consumers faith, social conditions of consumers, economical conditions of manufacturer, distributors, retailers.

1.2.1 Elements of Marketing

Definitions

According to the American Marketing Association, quoted by Kotler & Keller, marketing can be defined as "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders"3. In other words, marketing in a simplified meaning indicates that the product or service being marketed should meet the customers demand, needs and values. Furthermore, another simpler definition is presented as marketing "includes anticipating demand, managing demand, and satisfying demand".4 Marketing could also be defined in a few words with "mutually satisfying exchange relationships" (Baker 2006, 4-5). At times it can be difficult to determine the actual difference between marketing and sales, therefore Dr. Paul Fifield has defined the two as sales being "about ensuring the customer buys what the company makes" and marketing being "about ensuring that the company makes what the customer wants to buy".

Marketing Concept

The marketing concept includes the whole marketing process. "An organization focuses all of its efforts on making products or providing services that satisfy its customers at a profit" as defined by Lindgren and Shimp (1996, 23). The whole marketing concepts includes three basic orientations toward maximizing the marketing success.

- The first one is customer orientation which focuses all of the company's thinking and activities on the customer.

3 Marketing management by Kotler and Keller 2006 page no 6

4Marketing Demand (Evans & Berman 1997, 7)

- Another element is to coordinate and integrate all of the different organizational departments to be able to reach a common goal, and
- The profit orientation focuses on maximizing customer satisfaction (Baker 2006, 740).

The marketing concept is also defined as "The achievement of corporate goals through meeting and exceeding customer needs better than the competition". (Jobber & Fahy 2003, 4)

Here customers are the home appliances purchasers and they are connected with promotion mix with its reach is the advertising.

Three elements taken in to the consideration and these are

- Radio marketing
- Behavioral marketing and
- The product marketing in second level Metropolis city like Pune.

Marketing Planning

A marketing plan contains numerous elements, for example the marketing objectives and strategies, mission statement, assumptions. The plan can be defined as "The detailed scheme of the marketing strategies and activities associated with each product's marketing mix" (Lindgren & Shimp 1996, 623). The whole marketing planning involves "The process by which businesses analyze the environment and their capabilities, decide upon courses of marketing actions and implement those decisions" (Jobber & Fahy 2003, 330).

Objectives of the radio advertising and the selling plan of the domestic home appliances are connected with buying behavior of the customers.

Marketing Strategies

Marketing strategy is the basic method of how the company wishes to reach its marketing objectives. The marketing objectives define "where the company intends to be at some time in the future" (Mercer 1999, 210). Marketing is affected by several factors which companies have to consider when establishing their marketing strategies. The markets are very versatile and changes in technology, globalization, and customizations are only a few factors that affect the markets constantly. The marketing strategy "outlines the way in which the marketing mix is used to attract and satisfy the target market and achieve an organization's goals" (Evans & Berman 1997, 61).

Marketing Strategy Process

The whole process of marketing strategy is defined as involving "the plans, budgets, and controls needed to direct a firm's product, promotion, distribution, and pricing activities" (Lindgren & Shimp 1996, 623) (See Figure 1.1). The process can be summarized in a few steps. First, the company has to analyze the market opportunities which refer to the prospect customers in a market whose needs and interest the company's product could satisfy and hence gain market share. Secondly, the selection of target markets is a necessity. A target market is the market that the company decides to pursue business in, a smaller market segment for instance. A target market is defined as being the "group to which an organization appeals" (Evans & Berman 1997, 31) or as "a segment that has been selected as a focus for the company's offerings or communications" (Jobber & Fahy 2003, 333). Once the market is entered, it is referred to as a penetrated market, which is the set of consumers that already are buying the product the company has to offer.

Market Segmentation

Market segmentation "involves subdividing a market into clear subsets of customers that act in the same way or that have comparable needs" (Evans & Berman 1997, 262) and is a crucial step in the whole marketing process. Before the company can determine which market they should penetrate, they need to divide the market into smaller pieces 0which have similar attributes. "Dividing a market into distinctive groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes" (Kotler & Armstrong, 2004, 54). Baker (2006, 739) defines the concept in a larger

business scale as “a group of buyers who have broadly similar needs and wants that differ in some relevant way from those of other customers in the same market”. This concept focuses on preferences of buyers and its choices for purchase of goods in studied markets.

1.2.2 Marketing Production and Selling

Concepts in marketing strategy also involve production and selling. The production concept is based on the fact that customers prefer products that are available and affordable. This means that production managers focus on the superiority of the products as well as constant product development. The selling concept is based on the drive of the marketing, in other words that the customer will not buy enough of a single product unless it is constantly promoted. (Kotler & Keller. 2006, 15)

Marketing Penetration

Market penetration is a strategic move that a company can make to increase market sales of current products by entering new markets while keeping the product the same (Kotler & Armstrong, 2004, 48). It can also be defined as “where the company seeks increased sales for its present products in its present markets through more aggressive pricing, promotion and distribution” (Baker 2006, 739) or as “a strategy that is used to increase sales and market share with existing products in their existing markets” (Lindgren & Shimp 1996, 622).

Branded domestic home appliances in all market advertised in various ways to increase its selling as well as it should be deeply penetrated in the customers where locales were very high. Pune city chosen for the study because all type of the customers are living, product of different companies are penetrated in various ways.

1.2.3 Competitive Advantage

To be able to plan a profitable marketing strategy, the company has to consider how to gain competitive advantage over competitors to maximize sales profits and market shares. A core strategy consists of “the means of achieving marketing objectives, including target markets, competitor targets and competitive advantage” (Jobber & Fahy 2003, 284). It also includes knowledge of how to grow the business by having different or superior product from those of the competitors, and choosing the right customer segments and the right ways of business (Kotler & Keller, 2006, 6). When the strategy is defined, the next step is marketing implementation which means that the strategies are put into practice in order to reach the determined targets.

1.3 Consumer buying behavior

1.3.1commuters, Listeners, customers and Consumers

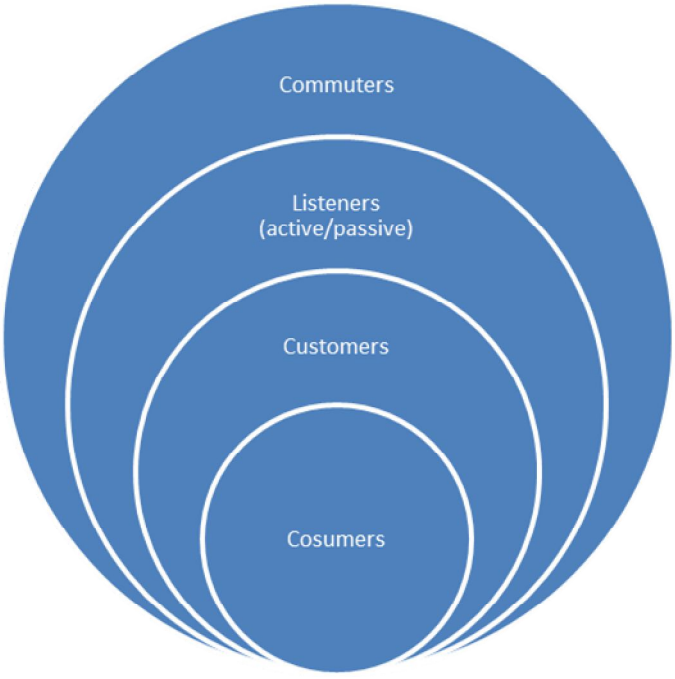

Figure-1.2: shows conversion of commuters to consumers

Above figure: 1.2 shows how respondents are comes under the advertisement these peoples are commuters. When they travel, listen songs on radio; see the billboard or news paper advertisement then all the peoples are commuters.

Listener is the term relates to the radio programs listeners who respond to the appeal of products. There are two types of the listeners in the promotional study. One is the active listener and another is the passive listener. These listeners are converted to attracted customers and when they purchases the product called as consumers.

The terms customer and consumer are not synonymous. A customer is a

Purchaser of a product or a service; a consumer is a user of a product or a service. As per comparison pre-purchaser and the post purchasers related to home appliances customer satisfaction depending on actual performance of machines as per consumer view satisfaction depends upon comparative performance of pre-purchase.5

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behavior has on both the consumer and wider society.6

1.3.2 Behavioral characteristics:

That is depending on the elements such as psychology, sociology, social anthropology, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior. Characteristics of individual consumers such as demographics, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behavior. The study of consumer behavior also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.7

In this empirical study Pune is the city of various type of population spread here from India and the multinational persons are lived here for various purposes. Information Technology field skilled workers have attractive monthly income and they prefer to purchase the small machines and major machines from the market for their daily use. At time of Diwali festival, Ganapati festival customers are attracted by various home appliances companies where as consumer Electronics companies also advertised to attract the customers from Pune city market.

The study of consumer behavior is concerned with all aspects of purchasing behavior from pre-purchase activities through to post-purchase consumption and evaluation activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behavior is difficult to predict, even for experts here consumers are the purchaser of the home appliances and the decision method studied is promotional affected with various promotion activities studied. Advertising method studied for this research is the voice advertising method and concentrated on the Radio advertising method listeners were choose for the further study.

1.4 Implications for the Empirical Study

The theories presented in this chapter are connected to the processes of the domestic home appliances and advertising companies. They are involved to increase their sales target in Pune city. Numerous different mixes of both products, marketing, communication and distribution is required to generate the maximum business profits as can be concluded from the theories. The theories are also presented to support the case company when implementing possible research findings into the business processes.

5 Richard Oliver (1980),:consumer behavior page no 344/45

6 Kuester ,Sabine (2012):Strategic marketing and marketing industry contexts

7 Lynn r.Khale, Angeline (2011):consumer behavioral knowledge ISBN PAPER(New York)

Publicizing (or advertizing) is a type of promoting correspondence used to influence a crowd of people to make or proceed with some move, as a rule regarding a business offering, or political or ideological backing.

In Latin, promotion signifies "To turn toward". The motivation behind promoting may additionally be to console workers or shareholders that an organization is suitable or fruitful. Promoting messages are normally paid for by supporters and saw by means of different old media; including broad communications, for example, daily paper, magazines, TV promotion, radio advertising, outside publicizing or standard mail; or new media, for example, online journals, sites or instant messages.

Business publicists regularly try to produce expanded utilization of their items or administrations through "marking", which includes partner an item name or picture with specific qualities in the psyches of buyers.

Business promoters who burn through cash to promote things other than a customer item or administration incorporate political gatherings, vested parties, religious associations and administrative offices. Not-for-profit associations may depend on free methods of influence, for example, an open administration declaration.8

Advanced publicizing was made with the imaginative strategies presented with tobacco promoting in the 1920s, most essentially with the battles of Edward Bernays, which is regularly viewed as the organizer of cutting edge, Madison Avenue advertising. In 2010, spending on promoting was evaluated at $143 billion in the United States and $467 billion worldwide. Globally, the biggest ("enormous four") publicizing combinations are Interpublic, Omnicom, Publicize, and group of communication companies.

Advertising theory

- **Hierarchy-of-effects models**

Different contending models of orders of impacts endeavor to give a hypothetical supporting to advertise practice.

The claw back model clears up the goals of a promoting battle and for every individual advertisement. The model proposes six stages a purchaser travels through when making a buy:

- Mindfulness (Awareness)
- Information (Knowledge)
- Loving (Liking)
- Inclination (Preference)
- Conviction (confidence)
- Buy (Purchase)

Means-End Theory recommends that a notice have to contain a message or implies that leads the customer to a fall in the mind at end-state. Influence Points plan to move the customer from comprehension an item's advantages to connecting those advantages with individual qualities.9

1.4.1 Types of advertising

Professional promotion media can consist of wall artwork, ads, road furnishings components, printed brochures and rack cards, stereo, theatre and TV advertisements, web banner ads, cellular phone displays, purchasing trolleys, web advertising, skywriting, bus stop seats, individual ads and temple promotion, magazines, magazines, town criers, ends of buses, banner ads attached to or ends of airplane, in-flight ads on seatback plate tables or expense storage containers, taxicab gates, roof installs and passenger displays, musical stage reveals, train platforms and trains, elastic bands on disposable nappies, gates of bathroom booths, stickers on celery in markets, e-commerce software solution application handles, the opening area of streaming movie and audio, paper prints, and the backs of occasion tickets and grocery store invoices. Any place an "identified" attract pays to deliver their concept through a method is promotion.

8 William, Santon(1984):Fundamental of marketing (Mc Graw Hill)

9 Baker 2001 business economics: critical perspective on business management

In promotion mix lot of methods are involved to attract the consumers in the market. Methods based on read, write, listen, see, taste, and response etcetera.

Television promotion / Music in advertising
In 2014, a research conducted over 7 years discovered that the TV commercial is still the most effective mass-market promotion structure. The study's results stated that for every £1 (GBP) invested in TV promotion, it returned £1.79. This is reflected by the high costs TV systems charge for commercial air time during well-known activities.

The annual Super Bowl football activity in the U. S. Declares is known as the most prominent promotion occasion on TV - with an audiences of over 108 thousand and studies showing that 50% of those only tuned in to see the ads. Exclusive ads may be placed into regular programming through computer graphics. It is generally placed into otherwise blank backdrops or used to replace regional ads that are not relevant to the remote transmitted audiences. More controversially, virtual ads may be placed into the background where none exist in real-life. This technique is especially used in public sports. Exclusive item positioning is also possible.

Infomercials
A commercial is a long-format TV commercial, generally five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial".

Primary in a commercial is to make a reaction buy, so that the focus on recognizes the presentation and then immediately buys the item through the marketed toll-free contact variety or web page. Advertisements explain, show, and often illustrate items and their features, and generally have recommendations from clients and industry professionals. Right way of advertising impacts on the consumers at time of purchasing of goods or the appliances properly in market. Recalling capacity of the memory properly impacts on the consumer attracts towards the choice of purchase in marketing mix. 10

Radio advertising
Radio ads are transmitted as stereo waves to the air from a transmitter to an aerial and a thus to a receiving device. Airtime is purchased from a place or system in exchange for broadcasting the commercials. While stereo has the restriction of being restricted to sound, supporters of stereo promotion often report this as an advantage. Radio is an expanding method that can be discovered on air, and also online. According to Arbitral, stereo has approximately 241.6 thousand weekly audience, or more than 93 percent of the U.S. population.

Online advertising
Online promotion is a way of promotion that uses the Online and Globe Wide Web for the indicated objective of providing promotion information to attract clients. Online ads are delivered by an ad server. Examples of online promotion consist of contextual ads that appear on look for engine search engine pages, banner ads, in pay per just click text ads, rich media ads, Social multilevel promotion, online categorized promotion, promotion systems and e-mail promotion, such as e-mail junk.11

Domain name advertising
Domain name promotion is most generally done through pay per just click Google; however, promoters often lease area straight on domains that generically explain their items. When a Web visitor visits a web page by typing a sector deal with straight into their web browser, this is known as "direct navigation", or "type in" web visitors. Although many Web customers look for ideas and items using Google and cell phones, a huge variety of customers all over the whole world still use the deal with bar. They will kind a keyword and key phrase into the deal with bar such as "geraniums" and add ".com" to the end of it. Sometimes they will do the same with ".org., edu., .com, .in or a country-code Top Stage Domain (TLD such

10 Keith Mcarthur. ***"Business"***. Globeandmail.com. ***Archived*** from the original on March 16, 2006. *Retrieved April 20, 2009*.

11 "What is Native Advertising?". *Digital Marketer* Retrieved.

Product placements
Covert promotion is when an item or product is embedded in entertainment and media. For example, in a film, the primary personality can use an item or other of a definite product, as in the film Community Report, where Tom Cruise's personality, John Anderson owns a phone with the Htc organization logo clearly written in the top corner, or his watch etched with the Bulgaria organization logo. Another example of promotion in film is in I, Software, where primary personality played by Will Cruz refers to his Communicate shoes several times, ailing them "classics", because the film is set far in the future. Similarly, item positioning for Omega Watches, Honda, VAIO, BMW and Aston Martin vehicles are featured in recent James Bond films, most notably Casino Souveraine. In "Fantastic Four: Rise of the Silver Surfer", the primary transport automobile reveals a huge Avoid organization logo on the top side.12

Press advertising
Press promotion explains promotion in a printed method such as a paper, publication, or business publication. This involves everything from media with a very broad audience base, such as a major national paper or publication, to more straight focused media such as regional magazines and business publications on very specialized topics. A way of media promotion is categorized promotion, which allows private individuals or organizations to buy a small, straight focused ad for a low fee promotion products or solutions. Another way of media promotion is the show ad, which is a larger ad (which can consist of art) that generally runs in an article area of a paper.

Billboard advertising
Billboards are huge components situated in community venues which show ads to moving people on the streets and drivers.

Mobile billboard advertising
Mobile ads are generally automobile mounted ads or digital displays. These can be on dedicated automobiles built solely for carrying ads along tracks preselected by clients, they can also be specially equipped cargo trucks or, in some cases, huge banner ads scattered from airplane. The ads are often lighted; some being backlit, and others employing highlights. Some billboard reveals are static, while others change; for example, continuously or regularly spinning among a set of ads. Mobile reveals are used for various situations in places across the whole world, including: focus on promotion, one-day and long-term strategies, conferences, sports, shop opportunities and similar promotional activities, and big ads from smaller organizations.

In-store advertising
In-store promotion is any promotion placed in a retail outlet. It contains position of an item in visible locations in a shop, such as at eye level, at the ends of shelves and near check out surfaces (a.k.a. POP – factor of buy display), eye-catching reveals promoting the result, and ads in such locations as purchasing trolleys and in-store movie reveals.

Coffee cup advertising
Coffee cup promotion is any promotion placed upon a java cup that is distributed out of a workplace, café, or drive-through restaurant. This method of promotion was first made popular in Australia, and has begun growing in reputation in the U. S. Declares, India, and parts of the Middle Eastern.

Street advertising
This kind of promotion first came to popularity in the UK by Street Advertising services are to make outside promotion on road furnishings and streets. Items are in advertising such as Reverse Graffiti, air dancers and 3D sidewalk promotion, for getting product information out into community spaces.

Sheltered outside advertising
This kind of promotion brings together outside with indoor promotion by placing huge cellular, components (tents) in community venues on temporary angles. The huge outer coverage is designed to apply a strong pull on the viewer; the item is marketed indoors, where the creative decor can accentuate the impression.

Celebrity branding
This kind of promotion concentrates upon using superstar power, popularity, and money, reputation to gain identification for their items and promote particular stores or items. Advertisers often sell their item, for

example, when superstars share their favorite items or wear clothes by particular brands or designers. Celebrities are often involved in promotional initiatives such as TV or Print advertisements to promote particular or general items. The use of superstars to promote a product can have its disadvantages, however; one mistake by a superstar can be detrimental to the advertising of a product.

Customer-generated advertising
This involves getting clients to generate promotion through blogs, websites, wiki sand forums, for some kind of payment.

Aerial advertising
Using airplane, balloons or airships to make or banner ad strategies media. Skywriting is a notable example. Name companies written on helium balloon and hang up in sky from ground that is Sky advertising.

1.4.2 Purpose of advertising

Advertising is at the top side of providing the proper concept to clients and prospective buyers. The objective of promotion is to persuade clients that an organizational items or solutions are the best, enhance the image of the organization, factor out and make a need for items or solutions, illustrate new uses for established items, declare new items and programs, strengthen the salespeople's individual information, draw clients to the business, and to keep existing customers.

Promotional activities are done with different methods out of which Radio is the more beneficial method say in one look as follow

1) Radio sells with immediacy (reach to customers in regularly)
2) Radio sells Everywhere (true mobile medium for Cars, at work, at play increases involvement of customers)
3) Radio sells with intimacy (talk with emotion of human voice)
4) Radio with minimum advertise and maximum programs (its clutter)
5) Radio advertises have low cost than other media.
6) Reach of radio is nice covers big area.
7) Radio is active medium in active society.
8) With radio you are always on front page.
9) Radio matches your advertisements with consumers interest

The huge benefits which radio will offer to be able to promoters usually are:

- Advertising and marketing will be observed to become less distressing about radio compared to about TV set.
- It offers additional opportunities intended for typical rep involving emails, Stereo generate along with history radio adverts intended for nearby firms
- Nation's promotions is available about nearby channels via income homes
- Propagate involving radios around countryside areas paves the way intended for large work with
- Substantial geographic along with market selectivity
- The expense of radio advertising will be comparatively reduced12

1.5 Radio Invention

Business radio stations make a large portion of their income offering "broadcast appointment" to publicists. Of aggregate media consumptions, radio records for 6.9%.Radio promotions or "spots" are accessible when a business or administration gives important thought, more often than not money, in return for the station

12 www.radioadvetisingfacts.com

airing their spot or saying them on air. The United States Federal Communications Commission (FCC), set up under the Communications Act of 1934, directs business TV, and the laws in regards to radio commercials remain moderately unaltered from the first Radio Act of 1927, ordered to manage expanding issues of sign impedance as more stations sprung up around the nation. Table no 1.5.1 shows how receiver and transmitter of radio invented in worldwide.

Table no: 1: INVENTION OF RADIO (Worldwide)

Sr. no	Name of scientist	Year	Radio related work
1	Hans Christian With Ampere ,Henry, Faraday	1820/1831-42	Electricity and magnetism
2	James clerk Maxwell	1860-1873	Electro. and wireless communication
3	Thomas Edison	1875	Telegraph experiment
4	Heinrich Hertz	1887-1890	Vocal transmission of EM waves (Antenna)
5	J.C.Bose	1894	Confirm EM communication
6	Reginald A. Fessenden	1900	Wireless audio transmission
7	Marconi	1903-1943	Long distance radio transmission
8	Christmas Eve	1906-1950	First radio (public) invented
9	Braun(Universityof Strasbourg)	1899-1904	Wireless transmission over space
10	Edwin, Armstrong, David Sarnoff	1910-50-90	Frequency modulated Radio (super heterodyne waves)
11	Sony company	1954	Transistor radio
12	Telstar (US company)	1960-1970	Digital radio
13	DARPA(US NAVY)	1980-1995	GPS(satellite-software defined Radio)

Source of table: History of radio (Wikipedia) Internet

1.5.1.(A) :Radio in world

- Table no: 1.5.1 shows radio invention year wise with different scientist and its work related to the radio. Since 18th century invention of actual communication started at that time some basic ideas are invented by the scientist related to the transmission and electricity and magnetism theory invented by the Faraday, Henry with Ampere and Christian. Till the end of 19th century lot of changes were done in the radio communication shown in the Table. Electromagnetic transmission and modulation frequencies its distribution till 19th century and actual radio communication started. Scientists shown in above table were taken lot of the efforts for better and error free transmission. Radio stations are the solely correct mobile method to promote.

- Wayne Clark Maxwell expected this advancement along with use of radio inside the overdue 1800's.Radio stations had been actually named wireless telegraphy.

- Edwin Howard Armstrong, the "father of FM Radio" invented FM radio in 1913 and registered in 1914.Major problem of radio communication weak signals reached to receiving end and amplification is electromagnetic signal is done. In 1933 he presented the wide- brand frequency modulation called as "F M" system, which gave clear reception even in storms and offered highest fidelity sound. By late 1960's, FM was established as the superior radio system, and is even used in earth space communication.

- The main radio telecasts broadcast in the mid 1900s. On the other hand, it wasn't until 1919 that radio stations started to telecast ceaselessly, like the advanced practice. In the United States, on November 2, 1920, KDKA circulated the first business telecast. As more stations started working on a nonstop premise, station proprietors were progressively confronted with the issue of how to keep up their stations FINANCIALLY, in light of the fact that working a radio station was a noteworthy cost.

- In February 1922, AT&T declared they would start offering "Toll TV" to sponsors, in which organizations would guarantee or fund a show, in return for being said on the radio. WEAF of New York is credited with airing the first paid radio business, on August 28, 1922, for the Queens bro. Corporation, promoting a flat complex in the recently growing neighborhood of Jackson Heights. In any case, it seems

other radio stations might really have sold publicizing before WEAF. As ahead of schedule as May 1920, a no vice radio supporter rented out his "station" in return for $35 every week for twice-week by week shows. What's more, in Seattle, Washington, Remick's Music Store acquired a vast promotion in the nearby daily paper publicizing radio station KFC, in return for sponsorship of a week by week program, in March 1922. Moreover, on April 4, 1922, an auto merchant, Alvin T. Fuller, acquired time on WGI of Medford Hillside, Massachusetts, in trades for notice. Through 1922 to be able to 1971 you could definitely not hear radio stations in the U.K. with a radio permit.

- Amid radio's Golden Age, promoters supported whole projects, typically with some kind of message like "We thank our patrons for making this system conceivable", airing toward the starting or end of a system. The radio had conspicuous constraint being limited to sound, as the business grew. Extensive stations started to explore different avenues regarding distinctive formats. Advertising had turned into a hot COMMODITY and there was cash to be made. The promoting executive at Shell Oil Co., encouraged radio supporters to bargain straightforwardly with significant publicists, and offer tie-in business spots for built up radio projects. Like daily paper promotions at the time, Sanders assumed that sponsors and radio would both advantage from offering notice spots to get the consideration of audience members.
- Radio was an effectively unmistakable medium, yet Sanders alluded to his drive as radio 'experiencing childhood' regarding its business perspectives and how it managed promoting. The "visual" bit of the telecast was supplied by the audience's unfathomable creative ability. Comic and voice on-screen character Stan Freeburg exhibited this point on his radio show in 1957, utilizing sound impacts to perform the towing of a 10-ton maraschino cherry by the Royal Canadian Air Force, who dropped it onto a 700-ft. heap of whipped cream coasting in hot-chocolate filled Lake Michigan, to the cheering of 25,000 additional items. The bit was later utilized by the USA's Radio Advertising Bureau to advance radio advertisements. The radio business has changed fundamentally since that first show in 1920, and radio is enormous business today. Albeit other media and new advances now put more requests on buyer's chance, 95% of individuals still listen to the radio each week. Web radio listening is additionally developing, with 13 percent of the U.S. populace listening by means of this technique. Despite the fact that shoppers have more options today, 92 percent of audience members stay tuned in when ads break into their programming.

1.5.1(B) Elements of radio

Radio Transmitter, Receiver and frequencies (Band)

Radio receiver ‘This is the electronic device which converts the electromagnetic waves into the audible sounds’. Radio frequency picked up by the antenna and filters into the proper sound. It amplifies the received signals after processing finally recovers the desired information in the form of sound which is transmitted by the transmitters. Radio transmitters ‘Transmitter is the device who transmits waves via its antenna system’.

1) Transmitters (Audio signal to electromagnetic waves)

1) Receivers (electromagnetic waves to audio signal)

2) Type of modulation (signal modulated to reach long distance)

3) Distance covered by transmitting stations and these transmitting stations are referred as Range of bands.

Depending on type of modulations they are known as the AM (amplitude modulated) MW/ SW (medium, short wave), FM (frequency modulated) radio waves received on the device. As per tuning system designed in the receiving device (Radio) the gives the output signals of that channel in the form of program that lively running on the said station.

Now a day’s form of receiver is changed in different manner listener can listen the radio any time anywhere. Some years ago radio was not portable its shape and size is very large and the electricity required is very high till 1980 (valve mechanism) but after that portable devices are entered in to the market and radio is running on the carbon battery backup. Mobility of radio increases and listeners can listens radio in home, cars, on two wheelers also not only with pocket radio but also it is in the smallest device such as mobiles.

FM stations in the market entertain to the listeners with new and old songs around 24*7 due to this lot of the car company gives facility of the receivers inbuilt in the cars. Now radio this device is required element in the cars, mobcaps, travelers and calling tabs such devices. Reach of radio increases in large manner due its involvement in all type of devices. In phase III auction lot of the well-known companies are taken part for purchasing frequencies from Government

1.5.3 Radio in India

Map of the India: Reach of radio transmission

Source: OM Radio broadcast Distribution: FM (Commercial) radio, FM Community radio, Antenna distribution spread over India.

1.5.3 Radio in INDIA

Significant Information about Radio stations

Radio Broadcasting started in India in the early 1920's. The first program was broadcast in **1923** by the Radio club of Bombay. This was followed by setting up Broadcasting Services in **1927** with two privately-owned transmitters at Bombay and Calcutta. A separate department started in government known as Indian Broadcasting Service was opened. This service is known as "All India Radio" placed under separate ministry. In 1947 there were only six radio stations in the country, today there are Eighty Two AIR stations grouped into five zones North Zone (Ajmer, Allahabad, Jodhpur, Jaipur, Delhi, Mathura, etc.), East Zone (Agartala, Bhagalpur, Calcutta, Shillong, Silcher, Patana etc.), West Zone (Ahmadabad, Bhopal, Mumbai, Pune, Nagpur, Sangali, Panji, Bhuj etc.),South Zone (Bangalore, Calicut, Cuddapah, Dharwad, Hyderabad, Madras, Trivandrum etc.), Kashmir Zone (Jammu, Leh, Srinagar etc.). In 1976 Radio licenses had reached tonearly 1.74 Corers and fetched revenue of 23.51 Crores. In 20thCentury Radio network has spread to remote corner of India. A self contained service of popular entertainment started in October 1957 known as "Vividh Bharati" demanded for popular music.

Radio stations are divided into different bands such as AM, FM, SW and with ownership these are distributed into commercials and non commercials stations.AM(Amplitude modulated)stations whose frequency in some Kilo hertz, SW(short waves) stations whose frequency is in between some Kilo hertz to some Mega hertz and frequency FM (frequency modulated) is in Mega hertz. Commercial stations are working majorly in SW and FM stations but here concentrated only on the FM commercial stations.

Commercial Radio stations in India

Before launching of PHASE III of Radio in the INDIA total amount of exclusive Radio channels in India possesses elevated to be able to 69, together with 11 brand-new FM channels obtaining commissioned in The spring and will 2007, such as all 5 MAJOR FM stations (Adlabs Films Limited) in Bareilly, Bhubaneswar, Guwahati, Jalandhar along with Goa; two Radio stations Mirchi (Entertainment Circle Asia Limited) stations in Patna along with Jalandhar; several Mantra FM (Puran Multimedia) stations in Bareily, Karnal along with Jalandhar; along with MY FM (Synergy Media) Route in Jalandhar.

The Government of India received about Rs 75 million as annual fee from the private FM radio broadcasters in April and May 2007, indiantelevision.com quoted sources from the Ministry of Information and Broadcasting as saying. Letters of intent was issued to a total of 245 stations in 29 cities going up from only 21 in 12 cities in 2004.

A few traits involving commercial radio in India

- This reaches this public simply because for the low cost.
- It's solely music but not image.
- Commercial period is bound.

Regional: Regarding small business owners, radio shows a strong nearby method. Regional radio attracts a market which wants maintain together with nearby reports, situations along with personalities. Companies with a concentrate on nearby audiences brought about this progress in position radio promotion inside the 3rd 1 / 4 involving 2011, according to the Radio stations advertising and marketing Bureau. Vehicle retailers along with eateries had taken the first two areas together with leisure spots along with home furnishings foreseeing inside the top.

Insurance: Radio stations helps business to complement advertising campaigns with their physical market segments. Regional firms will use nearby or perhaps local channels to achieve nearby clients, whilst small business owners focusing on countrywide market segments can easily promote about countrywide r / c. Applying countrywide radio jointly with an e-commerce website means that small business owners don't have to produce a circle involving outlets to achieve a countrywide market.

Specific Passions: Unique audiences are bonded with perfect programming times, which allow promoters to focus on particular attention organizations. Perhaps unique age groups are together with minimum waste

materials. Different audio programs, for example, provide you with the range of focusing on a teen market, a mature market with an interest in conventional audio or perhaps cultural situations, or a standard market.

Charge: Radio stations promotion can be a low-cost method balanced with premiums intended for reaching equivalent audiences by click or perhaps TV set promotion. Charges range by region together with increased expenses intended for stereo which handle densely populated locations. Creation expenses usually are under people involving some other media. It is possible to generate basic radio advertisings oneself or perhaps use a production company to build more difficult advertisings. A few stereo deliveries free of charge or perhaps low-cost production products and services to be able to promoters.

Groups: There is a wide scope of decisions for sort and length of radio plugs. With changes in the radio business and better creation advances, the method of business presentation has changed, and business notices can tackle an extensive variety of structures. The two essential sorts of radio promotions are "live peruses" and created spots Cousin to the promotion business, live read alludes to when a DJ peruses a promoter's right on target the air, conveyed from a script, reality sheet or individual learning. It can likewise allude to when the DJ "supports" the publicist's merchandise or administrations. The Radio Advertising Bureau characterizes a support as: "A business in which the project identity by and by suggests a publicist's item or administration, frequently done live amid the system."

Delivered spots give off an impression of being more basic. A spot is "created" if the radio station or publicizing offices record it for the customer. Delivered business arrangements include: straight read with sound impacts or mood melodies, dialog, monolog (where the voice ability depicts a character, instead of a host), jingles, and mixes of these. Studies demonstrate that the advertisements' nature is as essential to audience members, for the most part, as the quantity of promotions they listen.

Table No-1.2: **Northern Regional Radio Services in INDIA**

City	Frequency z	City	Frequency	City	Frequency
Agra	1530 kHz	Ajmer	603 kHz	Allahabad	1026 kHz
Almora	999 kHz	Barmer	1458 kHz	Bikaner	1395 kHz
chairhara(budgam)	1485 kHz	Srinagar	819 kHz	Srinagar	666 kHz
Delhic(***Vividh bBharti***)	1368 kHz	Delhi D (*Yuv-vani*) ( )	1017 kHz	Delhi (National Channel)	1215 kHz
Diskit	1602 kHz	Drass	1485 kHz	Gorakhpur	909 kHz
Jaipur A	1476 kHz	Jalandhar A	837 kHz	Jalandhar B	702 kHz
Jammu A	990 kHz	Jodhpur A	531 kHz	Kalpa (Kinnaur)	1584 kHz
Kargil A	684 kHz	Kargil B	1584 kHz	Khalsi	1485 kHz
Kota	1413 kHz	Kupwara	1350 kHz	Leh	1053 kHz
Lucknow A	747 kHz	Lucknow C	1278 kHz	Mathura	1584 kHz
Najibabad	954 kHz	Naushera	1089 kHz	Nyoma	1485 kHz
Padam	1589 kHz	Pauri	1602 kHz	Pithoragarh	1602 kHz
Rampur	895 kHz	Rohtak	1143 kHz	Shimla	774 kHz
Budgam	1116 kHz	budgamA	1224 kHz	srinagar C	918 kHz
Tiesuru	1602 kHz	Udaipur	1125 kHz	Uttarkashi	1602 kHz

Table No.1.3: Northeast regional Radio Services in INDIA

City	Frequency	City	Frequency
Agartala	1269 kHz	Guwahati A	729 kHz
Shillong	864 kHz	Imphal	822 kHz

Table No.1.4: Eastern regional Radio Services in INDIA

City	Frequency	City	Frequency
Bhagalpur	1458, kHz 1206	Chinsurah (Kolkata A, 1 MW)	594 & 1134 kHz
Cuttack A	972 kHz	Darbhanga	1296 kHz
Jamshedpur	1544 kHz	Kolkata A	657 kHz
Kolkata B	1008 kHz	Kolkata C (*Vividh Bharati*)	1323 kHz
Patna A	621 kHz	Ranchi A	549 kHz
Muzaffarpur A	100.1 MHz	Muzaffarpur B	106.4 MHz
Kolkata (FM Rainbow)	107 kHz	Kolkata (FM Gold)	100.2 kHz

Table No.1.5: Western regional Radio service in INDIA

City	Frequency	City	Frequency
Ahmedabad A	846 kHz	Aurangabad	1521 kHz
Bhopal A	1593 kHz	Chhindwara	102.2 MHz
Chhatarpur	675 kHz	Gwalior	1386 kHz
Indore A	648 kHz	Jalgaon	963 kHz
Mumbai A	1044 kHz	Mumbai(B) *Marathi* Programme)	558 kHz
Mumbai C(***Vividh Bharati***)	1188 kHz	Nagpur A	585 kHz
Nagpur B (National Channel, 1 MW)	1566 kHz	Panaji A	1287 kHz
Panaji B (*Vividh Bharati*)	828 kHz	**Pune A**	792 kHz
Rajkot A	810 kHz	Ratnagiri	1143 kHz
Solapur	1602 kHz	Sangli	1251 kHz

Table No.1.6: South regional Radio Services in INDIA

City	Frequency	City	Frequency
Adilabad	1485 kHz	Bangalore A	612 kHz
Chennai A	720 kHz	Chennai C (*Vividh Bharati*)	783 kHz
Chennai B	1017 kHz		
Coimbatore	999 kHz	Gulbarga	1107 kHz
Hyderabad A	738 kHz	Hyderabad B	1377 kHz
Kozhikode A	684 kHz	Madurai	1269 kHz
Nagercoil	101 MHz	Udhagamandalam	1602 kHz
Port Blair	684 kHz	Thiruvananthapuram A	1161 kHz
Thiruvananthapuram	101.9 MHz	Thrissur A	630 kHz
Tiruchirapalli A	936 kHz	Tirunelveli	1197 kHz
Vijayawada A	837 kHz	Visakhapatnam	1075 kHz
Gautam	456 kHz	Pondicherry	1215 kHz

Source: Radio stations in India

(Table no: 1.2to1.6) shows Regional services provided by radio in India KHz stations are the regional channels of AIR Run for regional information. MHz stations are the FM stations in Region of India. Provide entertainment programs to the listeners.

1.5.2: Radio in India

Above tables shows radio stations in India zone wise and these stations are amplitude modulated called as medium wave and short wave stations. Some of the stations are short wave transmitted whose frequency is very high and received waves from country and quotient country stations such as Shrilanka ,Pakistan, Bangladesh. Whereas there are lot of the Frequency Modulated stations in Metropolitan cities A+, second level metro cities A, district level cities B+, Big taluka level cities B, are expanded in phase by Government of the INDIA.

During the British Raj, broadcasting began in July 1923 with programs by the Bombay Presidency Radio Club and other radio clubs. According to an agreement of 23 July 1927, the private Indian Broadcasting

Company LTD (IBC) was authorized to operate two radio stations; the Bombay station began on 23 July 1927, and the Calcutta station followed on 26 August 1927. However, on 1 March 1930, the company went into liquidation. The government took over the broadcasting facilities, beginning the Indian State Broadcasting Service (ISBS) on 1 April 1930 on an experimental basis for two years and then permanently in May 1932. On 8 June 1936, the ISBS was renamed All India Radio.

On 1 October 1939, the External Service began with a broadcast in Pushtu; it was intended to counter radio propaganda from Germany directed to Afghanistan, Iran and the Arab nations.

When India became independent in 1947, the AIR network had only six stations (in Delhi, Bombay, Calcutta, Madras, Lucknow, and Tiruchirappalli); three radio stations at Lahore, Peshawar and Karachi fell in the share of Pakistan. The total number of radio sets at that time was about 275,000 in India. On 3 October 1957, the Vividh Bharati Service was launched, to compete with Radio Ceylon. Television broadcasting began in Delhi in 1959 as part of AIR, but was split off from the radio network as Doordarshan on 1 April 1976.[4] FM broadcasting began on 23 July 1977 in Chennai, and was expanded during the 1990s.

Domestic services
White, multistory building with tall red-and-white tower in front AIR tower in Mangalore, Karnataka, Massive-pinkish-gray building with columns, Kolkata Centre of All India Radio, AIR has many services in a number of languages, each serving different regions across India.

All India Radio
All India Radio (AIR), officially known since 1956 as Akashwani (literally, "Voice from the sky"), is the national public radio broadcaster of India and a division of Prasar Bharati. Established in 1930, it is the sister service of Prasar Bharati's Doordarshan, the national public television broadcaster. AIR has covered more than 99% of the Indian Population as per the latest information given by Minister of Information and Broadcast. All India Radio is the largest radio network in the world. Its headquarters is at the Akashwani Bhavan in New Delhi. Akashwani Bhavan houses the Drama Section, the FM Section and the National Service. Akashwani Bhavan hosts Doordarshan Kendra (Delhi).

Ākāśawāni is a Sanskrit word meaning "celestial announcement," or "voice from the sky/heaven". In Hindu, Jain and Buddhist holy traditions, Akashwanis often featured in stories as a medium of communication from the heavens to mankind.

"Akashwani" was first used in the context of radio by M. V. Gopalaswamy after setting up the nation’s first private radio station in his residence, "Vittal Vihar" (about 200 yards from AIR’s current location in Mysore) in 1936. Akashwani seemed to be an appropriate name for a radio broadcaster and was later adopted as All India Radio's on-air name in 1956.

Vividh Bharati
Vividh Bharati is one of the best-known services of AIR. Its name roughly translates as "Diverse Indian", and it is also known as the Commercial Broadcasting Service (CBS). It is the commercially most accessible of the AIR networks and is popular in Mumbai and other large cities. Vividh Bharati offers a wide range of programs including news, film music and comedy programs. It operates on different medium wave-band frequencies for each city.

Some programs broadcast on Vividh Bharati are
Hawa-mahal: Radio plays based on novels and plays

Santogen ki mehfil: Comedy Baluchi Program on AIR

AIR is planning the program in all Regional languages, sources claim.

Other services include

Primary Channel

National Channel

Regional services

The headquarters of the Regional Deputy Directors General are located at Delhi and Chandigarh (NR), Lucknow and Bhopal (CR), Guwahati (NER), Kolkata (ER), Mumbai and Ahmadabad (WR), Chennai and Bangalore (SR).[8] All frequencies are in kHz, unless otherwise noted.13

Radio Mirchi
Radio Mirchi maintains weekly music charts (or record charts) for India. The most followed charts are Mirchi Top 20 (Bollywood Songs) and Angrezi(English) Top 20 (English Songs). Both of these charts are a ranking of recorded music according to popularity. These charts are published on a weekly basis in the Indian English-language daily newspaper, The Times of India, and on Radio Mirchi official website.

History
The original avatar of Radio Mirchi was Times FM. Radio Mirchi began operations in 1993 in Indore, Madhya Pradesh. Until 1993, All India Radio or AIR, a government undertaking, was the only radio broadcaster in India. The government then took the initiative to privatize the radio broadcasting sector. It sold airtime blocks on its FM channels in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Visakhapatnam and Goa to private operators, who developed their own program content. The Times Group operated its brand, Times FM, till June 1998. After that, the government decided not to renew contracts given to private operators.

First round of licenses
In 2000, the government announced the auction of 108 FM frequencies across India. ENIL won the largest number of frequencies, and thus started its operations under the brand name Radio Mirchi. IT'S HOT

Second round of licenses
In January 2006, Radio Mirchi purchased 25 frequencies in the second wave of licenses that were issued by the Government of India. This pushes the Radio Mirchi presence in 32 centers. In the first wave of launches, Indore was the first city in India having grade of first private radio channel. Times decided to start radio channel to address the mass audience as advertisers can be attracted by showing a low cost per thousand.

Third round of licenses
Radio Mirchi invested above Rs.339 crore during phase III auctions and purchased 17 new channels in new cities such as Chandigarh, Kochi, Kozhikode, Jammu, Srinagar, Guwahati and Shillong, as well as in existing cities such as Bangalore, Hyderabad, Ahmedabad, Pune, Kanpur, Lucknow, Jaipur, Nagpur and Surat. This pushes Radio Mirchi presence in 49 centres.

Global expansion
Radio Mirchi started operations across UAE, streaming across three frequencies: 97.3FM in Abu Dhabi, 88.8FM in Dubai and the Northern Emirates and 95.6FM in Al Ain. All the RJs have been recruited from various Radio Mirchi stations in India including Praveen Nair, with a total seven who will take to the air.

Areas of operation
Above table shows reach of FM channels and Currently, Radio Mirchi has a presence in 38 cities. It reaches out to almost 52% of FM radio listeners in Delhi, 44% in Mumbai,40% in Indore,35% in Jaipur,30% in Bhopal, 20% Chennai, 17% in Kolkata, 15% in Nagpur 60% in Mangalore and 12% in Bangalore. Radio Mirchi has started providing Visual Radio to its subscribers in Delhi from 25 July 2006 onwards and in Mumbai from September 2006. It also has started its Visual Radio service from Kolkata recently.

According to the Radio Audience Measurement Reports (RAM), Radio Mirchi has been dominating in Delhi & is the leader in Mumbai and Kolkata. However, in Kolkata they are not clear leaders in SEC ABC segments. The SEC ABC segments were earlier dominated by Big FM & now by Friends FM. However, in the SEC D & E segments Radio Mirchi has total domination.

- 13 "AIR Manual, Chapter 1: History of All India Radio" (PDF). Archived from the original (PDF) on 17 September 2010.
- "All India Radio". Know India. Archived from the original on 3 September 2011.

Radio City (Indian radio station)
Radio City is India's first private FM radio station and was started on July 3, 2001. It broadcasts on 91.1 (earlier 91.0 in most cities) megahertz from Mumbai (where it was started in 2004), Bengaluru (started first in 2001), Lucknow and New Delhi (since 2003). It plays Hindi, English and regional songs. It was launched in Hyderabad in March, 2006, in Chennai on July 7, 2006 and in Visakhapatnam October 2007. Radio City recently forayed into New Media in May 2008 with the launch of a music portal - PlanetRadiocity.com that offers music related news, videos, songs, and other music-related features. The Radio station currently plays a mix of Hindi and Regional music. Abraham Thomas is the CEO of the company. In 2010, Radio City launched its first web radio station Radio City Fun Ka Antenna and now they have 21 web radio stations.

Broadcasting stations
Radio City is present in Ahmedabad, Ahmednagar, Akola, Bengaluru, Chennai, Coimbatore, Delhi, Jaipur, Hyderabad, Lucknow, Kanpur (104.8 FM), Kota, Mumbai, Nagpur, Nanded,Nashik, Pune, Sangli, Solapur, Surat, Vadodara and Visakhapatnam. Friends FM are the strategic partner for Radio City in Kolkata.

Radio City Super Singer
Radio City Super Singer is a singing talent hunt by Radio City to discover the singing talent among its listeners. It was launched in 2011 in 14 cities - Mumbai, Bengaluru, Chennai, Delhi, Hyderabad, Jaipur, Lucknow, Nagpur, Surat, Baroda, Ahmadabad, Visakhapatnam, Coimbatore and Pune.

Radio City School of Broadcasting
Radio City School of Broadcasting (RCSB) is an autonomous educational unit, instituted by Music Broadcast Limited (MBL) which owns and operates Radio City 91.1FM. It was launched on February 3, 2009. They offer a 6-month Certificate Course in Radio Jockeying and Radio Production.

Acquisition by Jagran Group
On December 16 2014, media group Jagran Prakashan (JPL) announced acquisition of Music Broadcast Ltd, which operates the Radio City FM stations.

Radio City Freedom Awards
Radio City Freedom Awards are a set of awards presented annually to recognize and honor independent music across genres like Hip-Hop,Folk Fusion, Pop, Rock, Metal and Electronica. It is an open competition that is not restricted to any specific language or region. Its aim is to promote fresh talent and encourage diverse music genres across the globe. The first Radio City Freedom Awards were held on the 30th of May 2013. The jury for the awards consisted of Atul Churamani, MIDIval Punditz, Luke Kenny, Yotam Agam & Nandini Srikar.14

Radio One
Radio one is a radio station in India. It was launched on June 8, 2006 in Mumbai before going national in six more cities. It is a joint venture between Next Media Works and BBC Worldwide and operates in 7 metro Indian cities, namely Mumbai, Delhi, Bengaluru, Kolkata, Chennai, Pune and Ahmedabad.

The station has recently switched to the International format in Mumbai and Delhi. Radio One is the only radio station that plays International (English) music & broadcasts International news [citation needed] 24x7 in Mumbai and Delhi. Bangalore had its and India's first truly international music station Radio Indigo.

The station broadcasts at 94.3 MHz in all cities except in Ahmadabad where it broadcasts on 95.0 MHz.

The Managing Director and CEO of Next Radio Ltd that owns 94.3 Radio One is Vineet Singh Hukmani. He is also a shareholder director in the company. Vineet Singh Hukmani was earlier COO of Indigo Radio Bengaluru and lead the start up team that commenced the stations operation.http://timesofindia.indiatimes.com/articleshow/35853691.cms,94.3 Radio One Bangalore has also turned to the international format from January 9th 2017 making Radio One India's first international network in Delhi Mumbai and now Bangalore.15

14 "Radio City / Companies: Radio Gaga". India Today."Radio City / Companies: Abraham Thomas joins Radio City 91.1 FM as CEO". exchange4media.

- 15 Radio One. "Key People in Radio One". Radioone.in

1.6: Home Appliances

Home apparatuses are electrical/mechanical machines which achieve some family unit capacities, for example, cooking or cleaning. Home machines can be grouped into:

1) Significant apparatuses or white merchandise (Major appliances)

2) Little machines (small appliances)

3) Customer gadgets or chestnut merchandise (consumer electronics)

This division is additionally recognizable in the upkeep and repair of these sorts of items. Chestnut merchandise as a rule require high specialized learning and aptitudes (which get more mind boggling with time, for example, going from a binding iron to a hot-air fastening station), while white products may require more functional abilities and "savage compel" to control the gadgets and overwhelming apparatuses required to repair them.

Definition

Given a wide use, the local application joined to "home machine" is fixing to the meaning of apparatus as "an instrument or gadget intended for a specific utilize or capacity". All the more particularly, **Collins** word reference characterizes "home apparatus" as: "gadgets or machines, generally electrical, that are in your home and which you use to do tasks, for example, cleaning or cooking." The expansive utilization, stood to the definition takes into account almost any gadget proposed for household use to be a home machine, including purchaser hardware and in addition stoves, fridges, toasters and ventilation systems to lights and water well pumps. Here LED TV is the consumer electronics but used in house for entertainment purpose due to that taken as home appliances.

History

While numerous apparatuses have existed for a considerable length of time, the independent electric or gas fueled machine is an extraordinarily American advancement that developed in the twentieth century. The improvement of these apparatuses is tied the vanishing of full-time household workers and the longing to decrease the tedious exercises in quest for more recreational time. In the mid 1900s, electric and gas apparatuses included clothes washers, water radiators, coolers and sewing machines. The creation of Earl Richardson's little electric garments press in 1903 gave a little introductory help to the home machine industry. In the Post–World War II financial extension, the residential utilization of dishwashers, and garments dryers were a piece of a move for comfort. Expanding optional wage was reflected by an ascent in various home machines.

In America amid the 1980s, the industry transported $1.5 billion worth of products every year and utilized more than 14,000 laborers, with incomes multiplying somewhere around 1982 and 1990 to $3.3 billion. All through this period organizations combined and gained each other to lessen research and generation costs and wipe out contenders, bringing about against trust enactment.

The United States Department of Energy have audits consistence with the National Appliance Energy Conservation Act of 1987, which obliged producers to diminish the vitality utilization of the apparatuses by 25% at regular intervals.

In the 1990s, the apparatus business was exceptionally solidified, with more than 90% of the items being sold by only five organizations. For instance, in 1991, dishwasher producing piece of the overall industry was part between General Electric with 40% piece of the pie, Whirlpool with 31% piece of the pie, Electrolux with 20% piece of the pie, Maytag with 7% piece of the overall industry and thermoform with only 2% of piece of the overall industry.

1.6.1: Significance of apparatuses

Significant apparatuses, otherwise called white merchandise, contain real family unit machines and may

- http://www.radioone.in/international/default/page/about-us.aspx

include: ventilation systems, dishwashers, clothes dryers, drying cupboards, coolers, fridges, kitchen stoves, water warmers, washing machines, trash compactors, microwave broilers and acceptance cookers.

1.6.2: Small apparatus

Little apparatuses are commonly little family unit electrical machines, effectively conveyed and introduced. Some are arranged with white products, and identify with warming and cooling, for example, fans and window mounted ventilation systems, and radiators, for example, space warmers, fired warmers, gas radiators, lamp oil warmers, and fan warmers. However another class is utilized as a part of the kitchen, including: juicers, electric blenders, meat processors, espresso processors, profound fryers, herb processors, sustenance processors, electric pots, waffle irons, espresso creators, blenders and mixture blenders, rice cookers, toasters and fumes hoods.

Stimulation and data apparatuses, for example, home hardware, TV sets, CD, VCRs and DVD players, camcorders, still cameras, tickers, wake up timers, computer game consoles, Hi-Fidelity and home silver screen, phones and voice-mail are named "chestnut products". Some such machines were generally completed with real or impersonation wood. This has ended up uncommon however the name has stuck, not with standing for products that are far-fetched ever to have had a wooden case (e.g. camcorders).

A little apparatus or little residential apparatus is a compact or semi-convenient machine, for the most part utilized on table-tops, ledges, or different stages, to finish a family unit errand. Cases incorporate microwave broilers, toasters, humidifiers, and espresso creators. They appear differently in relation to significant apparatuses (British "white products, for example, the fridge and clothes washer, which can't be effectively moved and are for the most part put on the floor. Little apparatuses likewise appear differently in relation to shopper gadgets (British "cocoa merchandise") which are for recreation and excitement instead of simply viable assignments.16

Employments

Some little apparatuses play out the same or comparative capacity as their bigger partners. For instance, a toaster stove is a little apparatus that plays out a comparative capacity as a broiler. Little machines regularly have a home adaptation and a business variant, for instance waffle irons, sustenance processors, and blenders. The business, or modern, variant is intended to be utilized almost persistently as a part of an eatery or other comparable setting. Business machines are normally associated with an all the more effective electrical outlet, are bigger and more grounded, have more client serviceable parts, and cost altogether more.

Sorts and cases

- An electric dribble coffee maker
- An electric blender
- Cooking, for example, on a hot plate or with a microwave stove
- Warming, for example, an electric radiator
- Cooling, for example, ventilating
- Lighting utilizing light apparatuses,
- Drink making, for example, electric pots, coffeemakers or frosted tea-producers.

Costs

Little machines can be exceptionally modest, for example, an electric can opener, hot pot, toaster, or espresso creator which may cost just a couple U.S. dollars, or extremely costly, for example, a detailed coffee producer, which may cost a few thousand U.S. dollars. Most homes in created economies contain a few less expensive home apparatuses, with maybe a couple of more costly machines, for example, a top of the line microwave broiler or blender.

16 Baumann, Ted (1995). An industrial strategy for the household electrical durables industry. UCT Press.

Fueling
A couple fuel and gas-controlled apparatuses exist for use in circumstances where power is not anticipated that would be accessible, but rather these are commonly bigger than and not as versatile as most little machines. Things that play out an indistinguishable capacity from little machines yet are hand controlled are by and large alluded to as devices or devices, for instance a hand turned egg mixer, a grater, a man do line, or a hand-fueled meat processor.

Security
Little apparatuses which are deficient or dishonorably utilized or kept up may bring about house fires and other property harm, or may harbor microorganisms if not legitimately cleaned. It is essential that clients read the directions precisely and that apparatuses that utilization a grounded string be connected to a grounded outlet. Due to the danger of flame, a few apparatuses have a short separable string that is associated with the machine attractively. On the off chance that the apparatus is moved more remote than the string length from the divider, the rope will disengage from the machine.

1.6.3: Major appliance
A noteworthy apparatus, or residential machine, is an extensive machine in Home machine utilized for routine housekeeping assignments, for example, cooking, washing clothing, or nourishment protection. An apparatus is not the same as a pipes installation since it utilizes power or fuel.

Real apparatuses vary from little machines since they are greater and not compact. They are frequently considered installations and some portion of land and all things considered they are regularly provided to occupants as a major aspect of generally empty investment properties. Significant machines may have uncommon electrical associations, associations with gas supplies, or extraordinary pipes and ventilation game plans that might be forever associated with the apparatus. This breaking points where they can be set in a home.

Numerous significant apparatuses are made of veneer covered sheet steel which, in the center twentieth century, was generally white. The term white merchandise as opposed to cocoa products is additionally utilized, fundamentally where British English is talked, in spite of the fact that definitions for the expression "white products" can contrast. In the United States, the term white products can likewise allude to materials. In New Zealand "white ware" might be utilized, somewhere else a term from pottery. Since real apparatuses in a home expend a lot of vitality, they have turned into the targets of projects to enhance their vitality productivity in numerous nations. Vitality proficiency upgrades may require changes in development of the machines, or enhanced control frameworks.

Consumer apparatuses
In the beginning of charge, numerous significant shopper apparatuses were made by similar organizations that made the era and circulation equipment.[citation needed] While some of these brand names continue to the present day, regardless of the possibility that exclusive as authorized utilization of old prominent brand names, today numerous real machines are made by organizations or divisions of organizations that practice specific apparatuses.

- An advanced front-stacking clothes washer
- Significant apparatuses might be generally partitioned as takes after:
- Refrigeration gear
- Cooler
- Icebox
- Water cooler
- Stoves
- Cooker, otherwise called extend, stove, broiler, cooking plate, or cook top, Dishwasher
- Microwave broiler

- Washing hardware ,Clothes washer ,Garments dryer
- Drying bureau
- Aeration and cooling system
- Water

1.7 Historical perspective of Pune

Pune, the nature-gifted city, is popularly recognized as the Queen of the Deccan. Pune peculiarly esteemed, as the cultural capital of Maharashtra, is the most sanctimonious place and is situated just 192 kilometers from the state-capital city Mumbai. It has a glorious history of over thousand years. The first sovereign Maratha king Shivaji-the great, was born in Pune District. He had spent his childhood in Pune along with his divine-mother Jijabai who had built the temple of the native-deity of Pune city- the Kasaba Ganapati Temple. The Peshwas-the Prime Minister of the Maratha Kingdom, governed the Pune city for over a period century (1973-1818).During the Peshwai (the Peshwa-reign); the historical monuments like Shaniwarwada, Parvati Temple, and Sarasbag Ganpati that are often visited by the tourists today, were constructed by the Peshwas. As a matter of fact, Pune city was emerged as one of the important centers of political activities in India due to the influential expansion of Maratha Empire in the North by the Shindes' of Gwalior and Holkars' of Indore. In the 19th Century, Pune city became the eye-flaring centre- attraction of the whole India due to the vital contributions of Lokmanya Bal Gangadhar Tilak, Gopal Krishna Gokhale and other eminent personalities from Pune in the rigorous freedom struggle of India against the British Rule. The young men graduated from Deccan College started educational institutions like New English School, Fergusson College etc. G.G. Agarkar and Jyotiba Phule propagated the social reforms. Maharshi Dhondo Keshav Karve devoted his whole life for the cause of education and the *upliftment* of women. A number of institutions in the fields like social, cultural, and political were started during this century. These institutions have become pride of Pune city. After the independence, Pune city has developed as an industrial city with the business families like Kirloskar, Garware, Bajaj, and Firodia, started spreading the network of group of companies. Modern Pune has been changing rapidly with increased population, expanding its boundaries, and has been attracting all communities from almost all parts of India.

Pune is infinitely famous for the century-old "Ten-day Ganesh-Festival" that was started by Lokmanya Tilak in 1893. The Punities are very fond of Marathi dramas and it is a crystal-clear fact that no visitor departs from the city without visiting the Balgandharva Rangamandir. It is a homely place for musicians, dramatists, scholars, literati and artists. Pune city is the widely chosen place for coveted comfortable stay with aromatic eating-places around the city, of different tastes and facilities for recreation.17

1.7.1 Name of city

The name Pune has its origin in the ancient copper plates dated 758 and 768 A.D. The Rashtrakutas ruled this region. In the copper plates of 758 A.D., it is named as Punya Vishaya whereas in the copper plate of 768 A.D. it is named as Punaka Vishaya. Vishaya literally stands for region, a geographical area. In the copper plate of 993 A.D., it was named as Punaka Desha. Later on, it was referred to as Punakavadi, Punavadi, and Kasabe Pune. There was a temple of Punyeshwara on the banks of Mutha River, which was visited by the Saint Namadev (1270-1350). Poona Gazetteer explains that this city is situated on the confluence of Mula and Mutha rivers. According to Hindu tradition, confluence or sangam of two rivers is punya (the auspicious amassing of good doings) hence; it is another would be derivation of the name Pune that is also referred to as Punyanagari, the location of punya.18

18 Shivpurankalin and Shivkalin Pune-Shahar Pune-Arun Tokekar,Nilubhau Limaye foundation,page no48 to 53

1.7.2: Human civilization in Pune city

Dr. Sankalia and his colleagues in the Deccan College have traced evidences that there was a human civilization in about one to one and a half lakh years ago. These scholars found the Stone-Age implements on the banks of Mutha River, also at the Bund Garden area and a few at the Dattawadi spot.

Historical city

Pune is known as a ultra vibrating city and has an extensive history and numerous live traditions which have been reflecting in as various communities live harmoniously together for years together and more significantly, the people in this region have accomplished with some globally accepted great achievements, consequently the city is being called a historical city. Chhatrapati Shivaji, the Great Maratha-king had established his kingdom in this region. His father Shahaji and grandfather Maloji occupied this territory for over period a century. Shivaji enjoyed his childhood along with his mother Jijabai and mentor Dadoji Kondadev in the Lal Mahal-Jijabai's Palace in Pune. Jijabai used to visit the temple of Ganapati-the native deity, in Kasaba Peth everyday. Devotedly she had constructed the temple of the deity in vicinity of Lal Mahal. The heroic Shivaji attacked Shahistekhan the Mogul-sardar in the famous finger-cut incident. Shivaji conquered Sinhagad Fort from Muslims. However, he had lost his fearless commander Tanaji Malusure in 1670.Thus Pune city has many inspirational and long historical backgrounds

Pune is called the city of the Peshwas:

After the death of Shivaji, there was a big turmoil in the Deccan due to the cunning campaigns launched by Mugal Monarch Aurangjeb. However, from 1713 to 1818 the Peshwas, the Prime Ministers of the King of Marathas, the Chhatrapati Shahu Maharaj of Satara, as well as the Maratha Kingdom ruled Pune city. The first Peshwa Balaji Vishvanath lived at Saswad, a village near about 25 kms from Pune. As Saswad was an inconvenient place to rule, his successor the Second Peshwa Thorale Bajirao (1720-40) constructed a palace, which was built later on, and new buildings called Mahals were constructed during the regime of later Peshwas. Thorale i.e. Senior Bajirao expanded the Maratha Empire to the North.19

The third Peshwa, Nanasaheb Peshwa (1740-1761) consolidated his position and constructed Parvati Temple during his time. In 1761, the Marathas were defeated at the battle of Panipat and had lost two war-leaders Vishwasrao and Sadashivrao along with thousands of sepoys. The fourth Peshwa Thorale Madhavrao (1761-1772) consolidated the Maratha Empire by defeating the Nizam and expanded the Maratha Kingdom. Narayanrao succeeded him. He was killed by the sepoys hired by Raghunathrao Peshwa on the instructions from Anandibai, wife of Raghunathrao Peshwa. Raghunathrao, uncle of Madhavrao Peshwa had an ambition of becoming Peshwa. However, he could not succeed in his plans. Raghunathrao was sentenced to death by the Chief Justice Rama Shastri Prabhune on charges of murder of Narayanrao Peshwa and hence he was dethroned. Savai Madhavrao Peshwa (1772-1795) had succeeded him, who constructed the famous Shaniwarwada building. He expanded the Parvati temple, also developed Sarasbaug Ganesh temple and constructed a fountain having as much as 1000 outlets in Shaniwarwada. He ended his life in1795. The last Peshwa, Second Bajirao, son of Raghunathrao Peshwa joined hands with the British and finally surrendered to the British and thus we could understand the end of the Peshwas as well as of the Maratha Kingdom. During this century, the Marathas expanded their empire almost in all the directions that is in the north, in the southernend, and even in the east with the support of commander Mahadji Shinde of Gwalior, Holkar of Indore, and Bhosle's of Nagpur. Hence, the city had been called as the city of the Peshwas. A number of places or manors constructed during this period by then Sardars still exist and are intact.

Tilak era in the history Pune:

The history and the social life of Pune was influenced by Lokmanya Bal Gangadhar Tilak (1856-1920) and his colleagues Prin. V. S. Apte, Gopal Ganesh Agarkar, M. B. Namjoshi and others. Eminent personalities like Mahatma Jyotiba Phule, Gopal Ganesh Agarkar, Mahadev Ranade, Gopal Krishna Gokhale, and Lokhitwadi also started various activities and launched social reforms. However, Lokmanya Tilak played a vital role in this period. He had started the popular newspapers Kesari (4 January 1881) and Mahratta (2

19 Shivpurankalin and Shivkalin Pune-Shahar Pune-Arun Tokekar,Nilubhau Limaye foundation,page no 48 to53

January 1981), established Fergusson College (1985), New English School (1980) and was imprisoned many times on charges of Rajadroha.

Lokmanya Tilak's imprisonment at Mandalay from 1908 to 1914 caused great dissatisfaction all over India. Tilak was immensely recognized as the All-India leader. He struggled very hard for India's freedom at the Indian National Congress and other platforms. Finally he filed a suit against British Officer. He had numerous followers and started Ganesh and Shivjayanti festivals to bring masses together. Hence the period from 1880 to 1920 is called as the Tilak era in the history of Pune city. A number of institutions were started in Pune after his death; prominent among them are Tilak Maharashtra Vidyapeeth, Tilak Smarak Mandir, Tilak Road, and Tilak College of Education.

Pune city after Tilak:
Mahatma Gandhi emerged as the all India leader after death of Tilak in the freedom struggle of India. Gandhi had his followers in Pune itself and they established a new front under the then local leaders like N.V. Gadgil, Keshavrao Jedhe, and Shankarrao More. Dr. N.B. Parulekar started the newspaper Sakal. Shri V. R. Kothari started another newspaper Prabhat and led the non-Brahmin movement. Many followers of Tilak joined the Hindu Mahasabha getting under the strong influence of Svatantryaveer Savarkar.20 However, after independence, we find that the new forces had come up in Pune. One of the forces was lead by S. M. Joshi and N. G. Gore, the socialist leaders and another force was lead by the today's Bharatiya Janata Party under the leadership of Rambhau Mhalagi. Pune City took active part in Samyukta Maharashtra Movement had launched 'Goa Liberation Movement' under the leadership of Jayantrao Tilak and his fellow colleagues. The city has produced many great and influential political leaders. Jayantrao Tilak worked on the post of Speaker of the Maharashtra Legislative Council and earlier to this, he was the Rajyasabha Member too. Late N.G. Gore, Late Vitthalrao Gadgil, Anna Joshi, Late Vitthal Tupe, Pradeep Rawat, Suresh Kalmadi (four terms) were elected from Pune Parliamentary constituency on the Loksabha and Rajyasabha. Mohan Dharia was the Commerce Minister in the Central Government and later on was appointed as the Deputy Chairman, the Planning Commission during the Janata Party rule. Sharad Pawar, the founder of Nationalist Congress Party, at present, the Agricultural Minister, [Union Government of India], has worked on various top posts like Opposition Leader in the Loksabha and the Chief Minister of Maharashtra.

1.7.3: Center of learning:
With the advent of the British Rule, the British Educational-system of the formal schools and colleges had been started. Pune Sanskrit College was started in Vishrambagwada. This, later on, was transformed into the existing Deccan College (1851). Tilak, Agarkar, Bhandarkar, G. K. Gokhale and other leaders of the nineteenth century Maharashtra were educated at the Deccan College. Students of the Deccan College, after realizing the importance of national education, started New English School (1880), Fergusson College (1885), Nutan Marathi Vidyalaya (1883), High School for Indian Girls (1884), MES Society's Bhave High School, Shivaji Maratha High School, and Sarasvati Mandir.Many such devoted and historical institutions laid down the solid foundation of today's successful higher educational institutions.21 Poona College of Engineering was started in 1854, Course for Medical Education was started at Sassoon Hospital on converted into B.J. Medical College, and Law College was started in 1924. Poona Agriculture College was started in 1908 with British Principals-the leading agricultural educational institute of Pune. S.P. College, S.N.D.T. College for Women and Modern Education Society's Nowrosjee Wadia College (1932) were started locating in different parts of city. These colleges have been catering to the needs of expanding Pune. Thousands of students from outside Pune get admission to these institutions and after the completion of their education get settled in their lives through the length and breadth of India. They owe their prosperity to the education in Pune. After independence, the University of Pune came on the city's educational path and started functioning on 10th February 1949. Under the umbrella of this university, there was rapid progress of the higher education in Pune in particular. Similarly, we find the establishment of institutions of national importance like NCL, IUCAA, C-DAC, and IAT, which are recognized for the research work by the Poona University for award of Doctoral degrees. Apart from these institutions Tilak Maharashtra Vidyapeeth,

22. Shivpurankalin and Shivkalin Pune-Shahar Pune-Arun Tokekar, Nilubhau Limaye foundation.

21 Pune city its history, growth and Development-Dr.S.J.Mahajan, Mahajan Prakashan 2004,Page no-

Deccan College, Gokhale Institute of Politics and Economics, and the Modern Education Society are the most renowned institutions very popular among the foreign students. Pune has attracted students not only from Maharashtra but also from other states in India and especially from the Afro-Asian Countries.

Changing Pune

Pune, in narrow recent, is developed as the preferred INFO City. The IT Parks and the Auto Component's Hubs are established in the parts of Pune. People of different religions and languages are attracted towards Pune for education and employment opportunities.22South Indians have formed their neighborhood in Rasta Peth, Sindhis have settled in Pimpri, Christains have centered in Camp Area, whereas, the Muslims in majority reside in Ganj and Nana Peth of the eastern Pune. Gujarathis, Marwadi, and Jains have majority in Bhavani, Shukrawar and Nana Peths. The Sikhs have founded their Gurudwara in Ganesh Peth, whereas Marathas and Brahmins are almost found everywhere. There is a tremendous increase in house-building sector in Pune. The quick erection of plazas, arcades, apartments, and the co-operative housing societies have been considered as the face-lifting improvement in conservative Pune. However, in fact, a large population still lives in slums and it is increasing drastically day by day. Women of Pune are educated and are comprehensively employed in the fields like the government departments, education field, computer field, call-centers, and shops. The traditional female-costume is changing remarkably to the suitable-modern attire, though Pune-ladies prefer customary sarees on festivals and religious occasions. Pune-women have resorted to family planning and can move safely on Pune roads with peace and security. Women of Pune are emerging as popular writers. They have performed well in professions like Music, Dance, Acting [in cinema or TV and drama], Journalism, Research, and even in Computer science. In disciplines like Architecture, Interior Design, Dentistry, and Medicine, their number is ever increasing. They drive two and four-wheelers sophistically with confidence. Hotels and eating lovers are increasing and the taste of Pune people is changing. There is an increasing attitude for outside-eating. Hence dining halls are flourishing. Many prefer readymade things-may be chapattis or modak or puranpoli. Modern Pizza Huts, Mc-Donald's, and the Mall-culture have attracted the youth and the mature in recent times.23

1.7.4: Social and cultural progression

Pune city has been known as the socio-cultural center of the country. Historically, number of social and political movements had started in the city. Moreover, most of the leaders like Mahatma Jyotiba Phule, Maharshi Dhondo Keshave Karve, Gopal Ganesh Agarkar, S. M. Joshi, N.G. Gore, and Lokmanya Tilak were associated to these movements and they had been the residents of the city. From the beginning, the city population has the majority of the upper caste people; those are the entrepreneurs, innovative persons, and visionaries. The attitude of these people is imitated by the others who have migrated in the city from the other parts or state of the country. The city is also known for the cultural contribution by the number of eminent personalities in various cultural movements specifically related to the classical music, drama or theater, film industries, music, dance and other fields of various arts. The city is also known for the beginning of educational institutions and presently being the leader of educational centers in the country, for instance Deccan Education Society, Modern Education Society, Shikshan Prasarak Mandali, Bharati deemed University, Symbiosis deemed University, D.Y. Patil deemed University, Sinhagad Institute, MIT, Deccan College and other institutions. Similarly, the contribution of the great personalities like Mahatma Phule, Maharshi Dhondo Keshav Karve, Lokmanya Tilak, Agarkar, and others in field of the education made the foundation of the present status of this educational center in the country.

The NCL, NDA, IMD, C-DAC, AUCAA, NIC, IITM, and other many nationally and internationally recognized institutions are situated in the city. Such institutions and other Government and Non-Government educational institutions have been creating the skilful- human resource for various industrial sectors as per their needs. This may be one of the reasons for the present alluring industrialization of this historical city.

34. Pune city its history, growth and Development-Dr.S.J.Mahajan, Mahajan Prakashan 2004,Page no-34.

25. Pune queen of the Deccan.-Jaymala Diddee and Smita Gupte

1.7.5: Geographical setting

The geographical location of Pune city is 18.31° latitude and 73.51º longitude. Pune is a district place in the state of Maharashtra. Geographically it is located in the Western part of Maharashtra. The population of Pune city was 2540069 as per the census report of 2001.Geologically the study area is a part of the Deccan plateau. It is mainly made from Basalt Rock. Volcanic Eruptions created it during cretaceous period. Due to this geological setting, soil type is predominantly black color soil. Physiographical, Pune city is located near the Western Ghat. Western Ghat extended north-south direction in western part of Pune District. It consists of offshoots of Sahyadri, characterized by small mountains and hilly ranges stretching eastwards. These hilly ranges separated by the river valleys. Pune city has been spread over in these valleys along with plenty of hills. Therefore, it is also called city of hills. These hills are famous by local names like Taljai-Pathar, Parvati, Katraj, and Ambegaon Pathar etc. The top of most of the hills are covered by the dense forest and slops are interestingly barren. The efforts of forest department and NGOs have maintained the forest cover of these hills. The location of Pune city is near to Mumbai Metropolitan city and the coastal area of Konkan. It has an easy access to these areas by roads or railways passing through various Ghats of Sahyadri Ranges.

Two major rivers that are Mula and Mutha and their tributaries drain Pune city. Number of dams are constructed on both the rivers e.g. Khadakwasala, Panshet, Varasgaon, Temghar, Mulashi etc. These dams become the permanent source of water for drinking and industrial need of Pune city.

Climate

The climate of the study area is a part of monsoon type of climate. It is divided in the following seasons:

(1) Cold season-from November to February. December is generally the coldest month showing daily maximum at about 12ºc to 13ºc.24

(2) Hot season- from March to mid of June. The hot weather is on peak at the middle of the month May. Maximum temperature observed in May is around 41ºc.

3) Monsoon season-from June to September. The main source of rain in the study area is from the southeast monsoon. Climatologically, this study area is located in rain shadow zone due to Western Ghat. Thus, rainfall decreases from the Ghat region towards Pune city. The average rainfall of Pune city is 65 cm... Towards the end of monsoon season in September and in October, there is a slight increase in day temperature. However, the night becomes progressively cooler. Overall the climate of Pune city is considered healthy. It is also one of the geographical reasons the city becomes the hub of educational, cultural and industrial center of th Pune district is located in central-western Maharashtra. It is triangular in shape with its base along the ‘Sahyadri’ Mountains that run from north to south along its western boundary and its apex in its southeast corner. It is located between 17º 54' and 19º 24' North latitude and between 73º 19' and 75º 10' East longitude. It occupies an area of 15,643 sq. kms. on the western edge of the Deccan Plateau.

Pune is the 9th (now it is 8th) most popular city in the India and the second largest in the Maharashtra after the Mumbai. The area around Pune city was set aside for industrial development by the MIDC since 1960. After 1970, Pune emerged as engineering city of the country with Telco, Bajaj, Kinetic, Alfa-laval, Bharat-forge, Atlas-capco, Sandvik and Thermax expanding their architecture.

After the 1991 economic liberalization, Pune began to attract foreign capital, particularly in the information technology and engineering industry. Since 2001 express way was completed and Pune saw huge development in IT Parks formed in Aund,Hinjewadi and Nagar road. Now in 2014Near about 700,000 IT professionals working in pune city and daily 600 vehicles are registered in Pune district where as 46, 00,000 vehicles are travelling on road.

As per census 2011 only Pune Mahanagar area had total population more than 64 lakh (containing Pimpri Chinchawad) where as now it should be more than 84 lakhs.

24. Socio Economic Survey of Pune District 2005.

Pune had better climate for population due to that lot of the labors are migrated from rural sectors. Expansion of industries and IT hub inverses employment in Pune due to this lot of the middle level families shifted from nearest rural village to the Poona for better future life. The people, institutions and industries in Pune have contributed towards the development of the country and hence Pune has achieved an important place in the economic development of India.

The area around Pune city is mainly agrarian. Therefore, Pune city is regarded as one of the most important market places for the trade of agricultural produce. The city is also considered an authentic market for the trade in food grains, clothes, leather goods, gold and silver, home appliances etc., not only for the urban residents but also for the customers from the surrounding semi-urban area.25

Transportation around Pune city:

The transport system in Pune is based on the broad principles laid down by the National Urban Transport Policy, such as: 1) to accept that the majority of the citizens live in the central part of the city and to plan the transport system for their benefit; 2) to make the city one of the best to live in and to make it an engine of growth in the 21st century and 3) to develop the city in such a way that it supports the social and economic development taking place there.

The main objective of the transport policy is to provide the growing population with safe, economical, comfortable, reliable and standardized travel facilities for all their needs such as work, education, entertainment, .Pune District is an important centre for education and health facilities. There are 911 bank branches throughout the district. Up to March 2009, 1792 villages had been electrified. The district administration implements various welfare schemes, especially for the tribal population. At the end of 2008, there were 311 kms of railway tracks and one airport in the district. The state government, Zilla Parishad, and local governments provide roads and maintain them. The total road length in the district at the end of 2005 was 13,949 kms, consisting of 397 kms of national highways, 1324 kms of state highways, 2948 kms of major district roads, 2582 kms of other district roads, 6698 kms of rural roads.

Lot of the schemes was expanded around the Pune city population of high income and middle level income travel to reach home or travel for week end house. Maximum companies provides travelling facilities for worker such as TEKAWADE,METROZIP,OLA,UBER and these travelling buses or the cars provides Radio listening facility for the commuters. Hence percentage of listener's increases and the time to listen the radio also increases as the public travelling systems involves FM receivers in the buses and cars.

1.8: Summary

Advertising is nothing but reach of the product to the various grounds with its properties and characteristics. Powerful advertising is done with systematic planning and organized in well manner with which it effects on the product sale and advertising industry.

Radio communication is the powerful sound transmitting and receiving system used for entertaining to the listeners as well transfer different information such as traffic information and news of sports etcetera. Radio broadcasting advertising means conversion of the voice power into the imagination power such as washing powder Nirma "Dudh ki safedi Nirma se Aayi". This advertisement penetrated in customers mind in such way that each and every washing powder he purchased with name Nirma. Means when these types of advertising repeated on the Radio lot of the time its impact increases.

FM channels are the private channels used for entertainment purpose as well as advertising purpose. There are two types of the listeners in the category of audience of radio programs 1) Active listeners and the 2) Passive listeners. Passive listeners have behavior to change channels regular manner where as active listeners listen program with all advertising spot and concentrated on the advertisements. These advertisements are developed and designed in entertaining method with which listener attract to that product. Large no of the audiences covered by these channels in metropolitan cities (A+ level) as well as Second level metropolitan cities (A level) with its suburban area in the India. Better reach of Radio frequencies is effective to increase

25. History of Pune city : shodhganga

awareness about brand and business and helpful to make brand image of the product and due to its powerful audio technology it effect on **behavior of consumer**.

FM Channels breathed a new life in the medium of radio since past few years. PHASE II and newly launched PHASE III by Government of India for expansion Radio (FM) stations some long range stations are entered into the market as well as short distance range community stations started in 2017.

CHAPTER - II

REVIEW OF LITERATURE

A literature review is a body of text that determines the aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. The review of relevant literature is nearly always a standard chapter of a thesis or dissertation. The review forms an important chapter in a thesis where its purpose is to provide the background to and justification for the research undertaken. **Bruce**, who has published widely on the topic of the literature review, has identified six elements of a literature review. These elements comprise a list; a search; a survey; a vehicle for learning; a research facilitator; and a report. According to Cooper 'a literature review uses as its database reports of primary, and does not report new primary Scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic, or methodological in nature. Second, a literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports.'

2.1 Advertisement

As known for a considerable length of time, notice is one of the primary procedures in advertising either an item or administration. It can be characterized as "An Advert that does not make a purchasing reaction, or if nothing else delivers a longing to need to know more is not an advert" (Quinn, 1985).

To Inform

a. Educating the market regarding the new item

b. Recommending new client for the item

c. Educating the market of a value change

d. Clarifying how the item functions

e. Depicting accessible administration

f. Building organization picture

To Persuade

a. Building brand inclination

b. Empowering exchanging brand

c. Changing clients view of an item trait

d. Inducing clients to buy

e. Inducing a client to get a business call

To Remind

a. Reminding buyers that the item might be required in not so distant future

b. Reminding them where to get it

c. Reminding how to check for quality (inventiveness)

d. Keeping in their psyches amid off seasons

e. Keeping up its top-of-mind mindfulness

As indicated by an examination focusing on the promotion perspective, commercial is an imperative instrument which organizations use to straightforwardly induce purchasers and open (Kotler, 1994). Being a key component in the promoting procedure, notices confront numerous difficulties in contacting the group of onlookers.

One of the principle snags is the low gathering of people contribution (Krug man, 1975). In most types of correspondence, the crowd minimum endeavor to focus or have all the earmarks of being doing as such. The adverts are implied for the gathering of people to observe however shockingly the gathering of people is probably going to step in maintaining a strategic distance from them. The sponsor accordingly have issue of making lingered maybe by and large hesitant gathering of people pay consideration regarding what is going

on or if nothing else enough to get fundamental offering message (Krug man, 1975). The test gets more troublesome in a multiracial nation, for example, Malaysia.

The presence of the promotion established in Malaysia dated back to the 1971 as guaranteed by Bonnex (1975) in his proposition. His hypothesis is even bolstered by the Noteworthy Minister Tan Sri Gazali's discourse in 1971(Bernama, 1971). Publicizing organizations fuel the essential needs of an organization to arrange strategies and present their item in the market. It is one of the premises of the inventory network and numerous promoting offices are included in this business in Malaysia.

2.2 Industry Background

As an arrangement to begin this venture, foundation of the organization was contemplated to know and recognize the operations included and the key personals should have been met. Before focusing on the office's experience, sensible measure of time was spent concentrating on and understanding the publicizing business in detail to have a better understanding on how the business is being done across the nation. The five fundamental classifications distinguished from the study are clarified in the areas underneath.

1. TV

2. Radio

3. Print media

4. Web publicizing

5. Other media

2.2.1 Television

As of now there are 7 TV stations in Malaysia including ASTRO and Mi TV. The conventional TV channels, for example, RTM1, RTM2 and TV3 are sharing the publicizing spending plan with alternate channels. As in Malaysia the TV have towering rate of infiltration yet it includes high spending plan and reasonable as it were for enormous organizations.

For instance, it cost RM23340.00 (Media Base, 2004) for only a solitary 60 seconds of film let (moving promoting which is not a still picture) notice amid prime time in TV3. Be that as it may, these enormous organizations ordinarily have their own particular unit for notice as done by (Dunhill Tobacco). All things considered, the greater part of the time, the organizations make utilization of the administration of the promoting offices as opposed to having their own promoting unit since it is more financially savvy.

As a conclusion, the TV commercial is far reachable as it includes a high cost and is not moderate by the little and medium organizations. In any case, it is still the best and mainstream method for achieving the clients, particularly with the landing of satellite TVs, for example, ATSRO. More individuals have tuned into the TV.

2.2.2 Radio

There are numerous radios diverts accessible in Malaysia and there are even nearby channels for some particular states. For instance, Radio Mains in Kelantan and Radio KL FM in Kuala Lumpur. This gives adaptable decisions for the organizations to pick the scope level they seek. For instance, a cooking organization situated in Perlis, which is arranged in northern condition of Malaysia, does not have to publicize in a media that can be heard in Johor that is in the southern condition of Malaysia.

In this manner, radio stations with various recurrence and scope level permits the organizations to pick an appropriate station for them. Other than that, the cost to deliver the notice and to air-cast is lower contrasted with the TV channels. There are too radio channels, which have country scope, for example, the Time Highway Radio and the AI FM, which is a Chinese Network. Other than that, the radio station additionally permits the organizations to support a program from 15 minutes to 1 hour to speak openly about their item or administrations (Media Base, 2004). This has gotten an appeal from the organizations where they can give more data about their items. Radio is the most broadly utilized publicizing strategy as a part of Malaysia where it includes a savvy technique other than being adaptable and sweeping promoting media.

2.2.3 Print Media

The print media includes both magazines and daily papers in Malaysia. There are daily papers and magazines in every one of the four noteworthy dialects in Malaysia, which are English, Malay, Mandarin and Tamil. There are around 18 day by day daily papers in peninsular Malaysia, 9 in Sabah and 10 in Sarawak in the year 2003 (Media Base, 2004). This print media likewise includes a low spending plan and has a more particular target assemble of clients. The organizations can publicize in this print media when they have tended to their target gathering of clients. The print media is additionally reasonable while presenting another item in light of the fact that the monetary allowance is littler and can be promoted much quicker contrasted with other promoting techniques. The creation is regularly done in house, as there is most certainly not much intricacy and principles required as in alternate medias where any wellbeing cases is not permitted either in radio or TV. This is because of the strict government approach to control the radio and TV promotions. This is additionally done to secure the shoppers from manipulative ads.

Then again, the print media has a high potential scope where more than 5.6 million Malaysian grown-ups read day by day daily paper in any event once on an normal day speaking to 54% reach of grown-up populace in the year of 2001 (Ministry Of Information, 2002). This makes the print media one of the capable techniques for promoting.

2.2.4 Web Advertising

Web promoting is a technique that has been produced in the late 90's and has been blasted with the improvement of the Dot.Com business. It is a wide industry with huge phrasings, for example, Internet Marketing Service, Banner Advertisement, Link Trade and Ezines. This gigantic publicizing source is an industry without anyone else's input and barred in this exploration, since it will extend the extent of the examination.

2.2.5 Other Media

This strategy for publicizing includes the open air sheets, transport promoting on taxicabs and transports, shopping buildings, for example, Mega Mall and in petrol stations. This technique for promoting likewise includes having set patterns in theaters, airplane terminals and railroad stations where more individuals cruise by. These techniques are regularly used to remind the clients around a set up item and the promotion sheets couldn't be changed every now and again. The promotions on the sheets close to the streets and expressways regularly include a 6 months contract (Media Base, 2004).

2.3 Research Papers

William Applebaum(January 1950)

Studying customer behavior in retail stores usually deal with

(1) Identification of customers and

(2) Their buying behavior patterns.

The aim of such studies is to ascertain who buys where buys, what buys, when buys and how buys. In addition, such studies endeavor to learn about customer response to sales promotion devices.

The results of these studies are useful in the solution of an array of marketing problems. These studies are gaining importance in marketing research. It is safe to predict that interest in them will increase greatly in the next decade. This paper summarizes the writer's experience with such studies in grocery stores. However, the principles and techniques discussed here are also applicable to other types of retail stores. The "why" of customer behavior is a separate and very difficult subject; it is not treated here. Knowledge of customer behavior must precede any consideration of the reasons for the behavior.26

Shum (1993)

Led an exploration concerning the "separated item showcases where client inclinations are described by brand reliability" a critical occupation for promoting might be to overcome mark dependability by cheering

26 William Applebaum: (stop and shop, inc. Marketing Journal) studying customer behavior in retail stores.

buyers to flip to less unmistakable brands. Homogeneously the article said that promoting diminishes exchanging costs in this market. Counterfactual tests built up that in business sectors with brand reliability publicizing is a striking and significant option, in respect to various limited time exercises like value rebates. In "exchanging" conduct at the family unit level, which beats mark dependability by convincing families to attempt brands they have acquired just barely. Copious showcasing contemplates prescribed that brand reliability is an extreme characteristic of inclinations over differing qualities of frequently obtained buyer item advertises. Besides, the endings in the article demonstrated in order to promoting decreases exchanging overheads.
The article roughly 110 brands of oats were found and examined. The significant publicizing data occupied with this study was "quarterly total (i.e., national) mark level promoting uses information from driving national sponsors (LNA)". In this paper, a critical result was to advance.

Allan (2001): In his study finished up the impacts of famous music in publicizing to decide both the hypothetical (the impact of mainstream music on the preparing of promoting messages) and down to earth (the plan of more successful notices utilizing well known music) suggestions. A pilot test was directed (Philadelphia) to choose the mainstream music and brands to be utilized as a part of this analysis. In the initial segment of the pilot test, the members were requested that listen to 7-10 second "snares" from 100 distinctive mainstream hit melodies from Billboard magazine's Top 100 most-played Top 40 (radio) tunes of 2002. In the second part of the pilot test, the people were given the Top 100 brands randomized from Business Week magazine (UAE land, 2002) and approached to rank them for affability of the brand. A test was accounted for that tried the impacts of three incorporations of mainstream music in publicizing that were unique verses, modified verses, and instrumentals (in addition to a control treatment with no music) on consideration and memory. Fifty-two percent of the subjects were female and 48 percent were male. Fifty-eight percent of the subjects were white, 27 percent were African American, 6 percent were Asian, and 7 percent characterized themselves as other. The consequences of this concentrate unmistakably demonstrated that prevalent music can be by and by noteworthy to a few people, and when utilized as a part of promoting can influence consideration and memory. Lastly, unique vocals give off an impression of being more powerful when an individual discovers individual hugeness in the mainstream music utilized as a part of publicizing, while adjusted vocals give off an impression of being more compelling when the inverse is valid.27

Sukran and Gulmez (2002) :
They led the exploration to discover that whether the "level of open air commercials impacts review members (customers) who are living in Sivas Province and to gauge the consequences for members' buying conduct". The analyst likewise endeavored to position the differing identity of open air ads in assessment to extra promoting instruments alongside its impact on buyers purchasing practices.

what's more, the specialist likewise intended to discover the assignment given to the "status of open air commercials among the promotion instruments which are thought to affect the acquiring conduct of shoppers, and decides the impacts and measurements of outside ads on clients' buy practices and to call attention to the distinctions related with those measurements in regard of a few demographics". The paper put consideration on clients living in the downtown area of Sivas. The information fundamental for the examination was formed by means of eye to eye studies. The scientist embraced a "beta-review with a gathering of 30 people. An up close and personal meeting review was directed on 400 individuals who live in Sivas city and who are chosen with non-irregular inspecting". Information in this article was examined by method for "T-test, variation investigation and component examination". The aftereffects of examination demonstrated in order to the respondents with short wage don't watch the outside commercials phenomenally much and that they find open air promotions useless when they are contrasted with respondents by method for high livelihoods. The final product of the concentrate likewise demonstrated that open more often than not has positive suppositions with respect to outside promotion. They trust that outside ads are additional

27 David Allan: Associate Professor of Marketing at Saint Joseph's University in Philadelphia, US. Allan is an authority on music marketing and has been published in such journals as the Journal of Advertising Research, International Journal of Advertising, and Advertising & Society Review.

striking and creative when contrasted with other commercial sorts and their material size loans them a valuable visual brunt. The paper what's more proposed in order to open air commercials made different considerations, which are effective in advising and inducing open furthermore between purchasers with predominant instructive and wage levels, outside ads are getting to be conspicuous and their perceive ability is mounting.28

Kathryn A. Braun, Michael S., Jacqueline E. Elizabeth F. Loftus (2004)
In this topic they focuses on the 'How and when Advertising Can Influence Memory for Consumer Experience purchasing'. How and when memory recall to the consumers in the market when they are purchasing different goods. Memory recalling capacity utilized in the advertising study and better effect is given by the research paper. Hypothetical study focuses on the actual response from the market consumers and detected the advertising effects on the consumer buying behavior. At the time of purchasing what mind says to the consumers and which product was concentrated by the actual purchaser is given this paper.29

Qun and Lun (2004)
They led an exploration and went for turning down the negative impacts brought three factors utilized as a part of the exploration: Gender, saw funniness and affability to the notice. A test was done utilizing 64 students' understudies from the Hong Kong Baptist University taking the course offered by the School of Communication. Helpful examining was utilized since test strived for inside legitimacy rather than outer legitimacy in this way representation of the populace is a bit much. Every gathering was made out of 16 male and 16 female, presenting to two distinct jolts and a survey was given to each of the subjects as an instrument of estimation. There were two free factors and one ward variable. The two autonomous factors are sexual orientation and saw diversion to the ad and the free factor is the amiability to the ads. Dependability investigation was keeping running for the two sizes of affability and saw amusingness. The concentrate effectively tried that apparent amusingness of an ad is emphatically connected with the affability to the promotion, despite the fact that the bearing of the easygoing stream is obscure. The examination presumed that there was no noteworthy distinction on the amiability between the gatherings presented to promotion with and without silly components, despite the fact that the control check had guaranteed the two ads were seen contrastingly in silliness and similarly in provocative.

Ayanwale and Ayanbimipe (2005)
Directed a study to decide and take look at sight the control of promoting on client purchasing practices, finish up the impact of age on publicizing and develop recommendation for included upgrade in publicizing and in addition mark administration to assist Cadbury Nigeria PLC especially and different firms in their showcasing endeavors to help their pieces of the overall industry. The article weathered the speculation that the age gathering of clients does not choose the treatment of publicizing endeavors by Cadbury Nigeria PLC. This study, which depended on an examination of 315 haphazardly picked clients of sustenance, beverages in "Lagos, Ibadan and Ile-Ife, urban areas in Southwestern Nigeria", inspected the errand played by publicizing in impacting clients preferring for Bourn vita, which is "one of the main nourishment drinks in the Food and Beverage industry in Nigeria". In the study both expressive and inferential figures were utilized as a part of breaking down the data formed. Rate examination was utilized as a part of grabbing factors, for example, client mark inclination, media inclination mindfulness sources. It was resolved that brand enjoying continues living in the sustenance drink industry and different clients don't purchase whatever is offered or economical, if a stock is great esteem at its cost it will summon mark devotion. In any case, the concentrate additionally foreseen that promoting helps in predicting item quality and cost before the customers. The paper reasoned

28 Studies in business economic: The effects of outdoor advertisements on consumers: a case study gulmez Mustafa, karaca sukran

29 2004 How and When Advertising Can Influence Memory for Consumer Experience Kathryn A. Braun-LaTour Cornell University, kal276@cornell.edu Michael S. LaTour Cornell University, msl275@cornell.edu Jacqueline E. Pickrell University of Washington Elizabeth F. Loftus

that promoting has the principal impact on shoppers' loving for Bourn vita and it has in no moment measure, added to its achievement.30

Narbutas and Susnienė (2008)
Led the examination to "break down and to discover the mental effect of the promoting on the client conduct". On the base of hypothetical examination three angles "psychological, passionate and behavioral" were perceived and assessed amid the review. The scientist likewise endeavored to discover the hypothetical study and audit of "mental effect of the promoting on the client conduct to experimentally test the mental effect of the publicizing on the client conduct (in light of the case of organizations)". The study strategies utilized as a part of the bit of composing were: "the investigation of research writing and essential information, model of the publicizing stages affect Attention, Interest, Desire, Action (AIDA) were likewise recognized". The target of the study was to build up the effect of publicizing on the client conduct; the procedure of the exploration worn was a quantitative overview. It can be refined that promoting impacts the customer through the intellectual viewpoints. The study comes about found client's information, as one of the mental subjective perspectives, the paper has additionally underscored that the second mental element which was (passionate) impacts the respondents advance since it brought about hopeful musings for the prime some portion of respondents. It was proficient that the supreme attempt of publicizing was accomplished that advertisements do make a mental force on the shoppers.31

Bishnoi and Sharma (2009)
Directed a study that plans to set up whether the "private foundation of buyers affects their purchasing choices because of the impact of TV promoting". This exploration was led with a standpoint to take in the effect of TV publicizing on the purchasing conduct of young people in India. The study was directed on 866 adolescents of Haryana of which 440 were rustic and 426 were urban. The information was dissected through applying "checks, rates, means and ANOVA". The present study was centered around the school/school going young people of Haryana to know the impact of TV publicizing on their purchasing conduct. For this reason the paper utilized a multistage inspecting strategy and the study included four locale of Haryana which were chosen indiscriminately from all the regulatory divisions. The information for urban respondents was gathered from these regions. A sum of 1000 polls was appropriated among the respondents in this exploration paper. In the paper a sum of 866 polls were considered of which 440 were from rustic and 426 were from urban respondents. The study suggested that country young people like TV promoting more than their urban partners. TV publicizing has enhanced their cooperation in item arrangement and buy. It can likewise reason that there is an extensive variety in the view of both provincial and urban young people on the issue that interest for item buy is affected by TV notices.

Assist, the concentrate additionally uncovered that the purchasing conduct of male young people is more affected by TV ads than their female partners.32

Abideen and Rashid (2009)
They directed an exploration to plan upon the effect of TV publicizing on kids and to perceive those genuine effects which escort to behavioral and eating turmoil in youngsters. Effects of TV publicizing were perceived as unnecessary acquiring, minimal nourishing sustenance and avarice. The reason of the learning was too cognizant upon the effect of TV advancement on youngsters, to characterize these genuine effects, and exactly check a couple of the huge variables that how these elements encroach on kids. Survey utilizing five points likert scales was managed to kids matured between 9-14 years, and contemplating in schools. Tests were strained through accommodation examining approach starting four urban communities of Pakistan that

30 European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 3, No.3 55 Effective advertising and its influence on consumer buying behavior : **Ayanwale and Ayanbimipe**

31 Increasing the opportunities of the internet as a contemporary advertising medium / Sandra Jakštienė, Dalia Susnienė, Valdas Narbutas**. 2008, Nr. 4 (14),. ISSN 1392-3110.**

32 Journal of Management & Technology ISSN 0975–0924 (2009), The Impact of TV Advertising on Buying Behaviour: Bishnoi , Ruchi Sharma

is "Islamabad, Rawalpindi, Bahawalpur and Multan". Information was broke down by method for SPSS programming. Disclosure to TV Advertising will be autonomous variable and ward variable is "low nutritious sustenance, superfluous acquiring, and realism". TV promoting on kids could influence determinants, for example, unnecessary obtaining, minimal nutritious sustenance, and realism. Inquire about confirmation suggested that TV publicizing results in stoutness, formed by taking sustenance that is awful for you, low in food, and high in SSF. It is likewise prescribed that over a broad time; genuine viewing of monstrous promotions and projects builds the likelihood of a demeanor towards fierce conduct among kids. The concentrate likewise demonstrated that youngsters' cognizance of TV promoting and controls on guardians' buy decision are huge indicators of kids' states of mind to TV publicizing despite the fact that the influence of TV promoting is not the single result on kids' buy conduct.

Hashmi (2010)

Directed a study to see the "effect and receptivity of electronic commercial on college understudies" and reveal the openness of ad owed to request worn, seek the impact of identity utilized as a part of promotions on buyer conduct and set up the brunt of ad on buy conduct of client. "Psychometric properties of scale" property of notice' was likewise perceived on the specimen of the learning. Clear as crystal polls were utilized to gage the impact of plugs. The specimen contained "college understudies (NMIMS) and six brands were chosen to be utilized as FMCGs unit". To analyze the viability of promotions on the college understudies of NMIMS the scientist utilized a "clear as crystal poll comprising of 25 settled thing reactions that was received alongside the guidelines". The paper fulfilled that ad request alongside its prosperity were hopefully related and it was additionally discovered that locals shape mentalities towards protests on the premise of their "convictions, observation and learning" about these articles. Aftereffects of the paper additionally uncovered that the subtitles utilized as a part of advertisements also had huge influence on clients as they are utilized as a part of plugs as a predominant and enthusiasm picking up component. The specialist likewise presumed that there was an extensive relationship interfacing influence and title of advertisements.

Ahmed and Hijazi(2010)

The study finished up with test from "7 unique schools 330 youngsters and 107 guardians to think of useful understanding of publicizing impact on kids memory and conduct in Pakistani setting". outcomes demonstrated appealing conclusion that promotions don't affect disapprovingly to youngsters recognition and conduct yet upgrades the familiarity with kids in addition to the advertisements focused to kids are not helpful, for fruitful situating of kids related products advertisers should point the guardians and comprise of nice perspective alongside ecological data to control the purchasing exercises of guardians. The study gave various key market bits of knowledge alongside recommendations in the interest of professionals and in addition potential analysts of promoting field.33

Zoubi and Bataineh (2010)

The reason for their study was to discover the relationship between the superstars on promoting and the purchasing choice of shoppers. This study depended on a field work, of which populace included financial workforce understudy in Jarash University who were enlisted in all BA programs. Other understudy Categories were excluded in the study. The three primary inquiries included when the organizations utilize big name endorser in their publicizing, how organizations select the big name endorser and how organizations handle the dangers of utilizing big name endorser as a part of their promoting. The study utilized a comfort test of 91 understudies from the specified college, survey was intended to gauge the impact of utilizing VIPs on purchasing choice; it contains three principle segments concerning the primary factors of the study. A five-point Likert scale was utilized for estimation. The scale comprised of five levels of assertion, starting with unequivocally differ up to emphatically concur This poll was intended to gauge the impact of utilizing superstars on purchasing choice; it contains three fundamental areas concerning the principle factors of the study. The aftereffect of the study meant to investigate the utilization of big names in publicizing and their impact on the purchasing choice. The outcomes demonstrated that TV publicizing,

33 An Exploratory Study on Turnover Intention Among Private Sector , Inam., Jam., **Ahmed**, Farooq., Ali., **Ahmad**., **Hijazi**., dan Tahir, Syed:2010

which utilizes VIPs, is alluring. There was no impact found of utilizing the big names on the purchasing choice, this demonstrate to the utilizing the big names haven't a noteworthy impact on the purchasing choice34.

Rajagopal (2010)

This study went for breaking down the effect of radio commercials on urban suburbanites towards purchasing conduct in retail locations and endeavors to decide the part of radio publicizing on dispersal of data on the business advancements. The effect of radio ads on the store decision and purchasing inclinations are broke down in light of exact examination. This study was been directed in 4 corporate workplaces of multinational organizations in Mexico City with an aggregate quality of 3492 representatives, of which 1422 representatives (40.72) were secured under this study. The study uncovered that shopping conduct of urban shopper at retail locations in light of radio ads is exceedingly affected by the physical, psychological and financial factors. 35

Subhani and Mateen (2011)

Author directed a study to investigate the impacts of "misleading publicizing on customer faithfulness in media transmission industry of Pakistan". Four factors, "Call Charges, Network Coverage, Network Quality and Customer Service" were utilized to gauge deceptive nature in Telecom Ads in addition to its result on buyer steadfastness in the meantime as the purchaser inclination is worn as the substitute of shopper reliability. A poll was planned to do the overview and gather data from the cell phone clients concerning their utilization diagram for the media transmission administrations, in the meantime as cross examining their perspectives laying on the media transmission commercials, attention to unscrupulousness in advertisements, and the impact of deceitfulness on their inclination proposed for media transmission administrations. The insights was formed completely through comfort based non-likelihood testing starting 10,000 cell phone clients utilizing individual review system. The collected data was investigated through "One-specimen t-test and Test of Moments". The finish of the article achieved that "the entire plot measuring develops of trickiness radically surface the methods for building up an amazing misdirection among clients as the guaranteed coefficients of these develop altogether vary from the given coefficients". The discoveries of this paper fulfilled and validate that pretty much all telecom arrange/benefit supplier is possessed in lifting fake cases and misrepresentations which is so to banter as double dealing when advancing and battling for their items. 36

Rasool and Rafique (2012)

Led A study to discover the impact of ads on shopper conduct in Lahore city and to take a gander at the type of commercial that impact the client conduct and whether the income is affecting the purchaser conduct or not, whether the client conduct changes by method for regard to sexual qualities, and surveys were utilized to decide the impact of promotions alongside each age individual was assaulted in the study to get the mindfulness and information of individuals about the (FMCG) toothpaste brands. 5 brands of toothpaste were picked in this study. Intended for Analysis Chi-Square, Z test and unmistakable investigation were additionally utilized inside the study and exhibited in bar diagram and Pi-Chart frame. The survey was expected to recognize the perspective of open individuals concerning the effect of notice in adjusting the client direct. Non-arbitrary persuade inspecting procedure was utilized amid the review and to finish the overview 150 examples of respondents from various zones of Lahore. The study achieved that buyer conduct manages inferable from culture as when culture, ethnicity, patterns and foundation will shift then the clients change their decisions. Clients are quality mindful so need enhanced tooth to some degree than freshness and they do brushing twice in a day. Open like media promotion as opposed to flags or daily papers. In conclusion, the paper moreover anticipated that client conduct will get the consideration of items which are

34 **Effects of advertising essay:** patsypie.com/community/effects-of-advertising.

35 Role of Radio Advertisements as Behavioral Driver among Urban Consumers: Working Paper WP/EGADE/MT/04/2010: Rajagopal, (PhD FRSA FIOM FCMI SNI-II (Mex)

36 SUBHANI, Muhammad, MATEEN .*Information Management and Business Review*, , nov. 2011. ISSN 2220-3796

with no inconvenience accessible and contain more magnificence as opposed to quality. Salary is a key reason on which premise individuals get low value item brands of FMCG.

Burhan Ali Shah (2012)

This examination was explored the affiliation connecting the factors attracted, by enthralling the 200 reactions in twin urban communities of Pakistan, and close the relationship interfacing enthusiastic reaction and natural reaction with ward variable buyer purchasing conduct. The article tells that clients who utilize assorted sort of telecom administrations and who shop spearheading administrations from their establishments in Islamabad and Rawalpindi were taken as the number of inhabitants in this pack. 200 polls were coursed to clients and surveys were received from going before research and reactions. This was a social concentrate so a few relapses were utilized. The result demonstrated that autonomous variable that was enthusiastic reaction makes inconsistency in the client purchasing conduct which is relied variable. The result of this perusing demonstrated that there was an agreed obligation of passionate reaction with shopper purchasing conduct and no relationship associating ecological reaction and customer purchasing conduct. Thus, it was expert that clients purchase items by passionate reaction, as opposed to natural reaction.37

Dr. Nilesh B. Gajjar (2013) International Journal of Research In Humanities and Social Sciences Vol. 1, Issue: 2, April 2013 (IJRHS) ISSN: 2320 -771X: Factors Affecting Consumer Behavior

Researcher focuses on Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. "Customers" play a very critical role as these are the people who finally BUY the goods & services of the organization, and the firm is always on the move to make them buy so as to earn revenue. It's crucial from both the points of view as given below. From the customers' point of view: Today, in the highly developed & technologically advanced society, the customers have a great deal of choices & options (and often very close & competing) to decide on. They have the products of an extreme range of attributes (the 1st P - Product), they have a wide range of cost and payment choices (the 2nd P - Price), they can order them to be supplied to their door step or anywhere else (the 3rd P - Place), and finally they are bombarded with more communications from more channels than ever before (the 4th P - Promotion). How can they possibly decide where to spend their time and money? It's very important question for a trader. When consumer fully delights, then he decides to spend to their money.38

Abdul Brosekhan, Dr.C.Muthu Velayutham (2013)

When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the Buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought.39

Radio Advertising

Radio publicizing alludes to paid business declarations circulated by a radio station. Publicizing is frequently the essential wellspring of business pay for business radio stations. Advertisements on radio communicates were initially presented in the 1920s. New York radio station WEAF, worked by the American Telephone and Telegraph (AT&T), is considered to have disclosed the primary radio promotion on August 28, 1922. Queensbury Corporation paid WEAF $100 for a 15-minute advertisement on another land wander.

37 Effective Advertising and its Influence on Consumer Buying Behavior, *Information management and business review, vol. 4, no. 3, pp. 114-119, March 2012*

38 Dr. Nilesh B. Gajjar(2013) International Journal of Research In Humanities and Social Sciences Vol. 1, Issue: 2, April 2013 (IJRHS) ISSN: 2320 -771X: Factors Affecting Consumer Behavior

39 IOSR Journal of Business and Management ISSN : 2278-487X, p-ISSN : 2319-7668 National Conference on "Innovative Business Practices in Technological Era"

Albeit radio publicizing was growing gradually, a few elements bolstered its advancement in the United States before the end of the 1920s: the improvement of national systems; diminished obstruction; enhanced and less expensive radio recipients; the dispatch of logical investigates into radio gathering of people; the affirmation by sponsors of the capability of radio stations and the expanded enthusiasm of promoting organizations; the general acknowledgment by the general population of the act of media being keep running as a business.

The primary book on radio promoting was distributed in 1927. The Great Depression taking after the Wall Street Crash of 1929 further quickened the advancement of radio publicizing. Its share developed to 11 percent of national promotion deals in 1932, from only 2 percent in 1928. World War II facilitate added to the thriving of radio promoting, as print media was restricted by paper proportioning. By mid-twentieth century, radio publicizing had increased portion of all promotion deals, notwithstanding rivalry from TV.

By the 1980s, FM radio had turned into the most widely recognized sound publicizing medium. The benefit of radio promoting contrasted and print media is that it is more dynamic and permits publicists to "talk," to buyers. Accordingly, in spite of the fact that a radio promotion can cost as much as a notice in a metropolitan daily paper, numerous private companies regard an engaging and useful radio advertisement may speak to a noteworthy resource. Be that as it may, most sponsors don't depend on radio alone to offer their items and administrations, yet for the most part bolster radio crusades at any rate with some daily paper or magazine promotions.

Publicists can come to the focused on crowd by selecting the radio station that is arranged "to one side," gathering of individuals, dictated by the age of the station's normal crowd, and relying upon their social gathering. Radio stations pull in various groups of onlookers relying upon the decision of music classifications and talk design. Radio promotions are generally economical to make and to place, which permits publicists to put their declarations on more than one station. Radio publicizing additionally gloats adaptability as the business substance can be effortlessly changed if the market or business targets require it. Such element additionally decides the cost of radio promoting spaces.

For the most part, there are four time openings on radio: morning drive (a high-rate, premium period, more often than not on account of gatherings of people are at their every day top as of now); daytime; evening drive (the second greatest crowd of a weekday); and night. It is ascertained that radio achieves 75% of buyers consistently, or roughly 95 percent of shoppers amid an entire week, which outperforms both the rate of daily paper per users and watchers at home. Individuals spend a normal three hours a day listening to radio.

Radio stations air four sorts of declarations: ads; station limited time declarations (likewise called promos); non-income creating declarations to support radio tuning in; and open administration declarations (PSAs). Every one of the four sorts of declarations is alluded to as spots and their length is a normal 60 seconds. Advertisements are circulated in pieces of at least six and in this way a spot may keep going for five minutes of broadcast appointment. In 2002, spending on radio publicizing in the United States totaled $19.5 billion.

Publicists think about radio as an "ear tuning in" business. That is to say radio stations need to ensure that the group of onlookers will hear the publicists' message and in the long run purchase the promoted item. Radio promoting, be that as it may, includes certain hindrances, including: contender mess; real costs identified with long haul radio spots; the momentary element of radio substance. Also, radio is regularly viewed as a "foundation medium," which means audiences members tend to "block out," notices or even change the station amid business spots. Besides, audience members are typically not ready to recall educational substance, for example, phone numbers or addresses while driving an auto.

Radio audience members are separated into three fundamental customers bunches: neighborhood, provincial and national. Little estimated radio stations more often than not air advertisements focusing on neighborhood buyers, while fruitful radio stations covering extensive markets air local and national promotions.

2.4 Referred Books

1. **A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio By Cynthia B. Meyers, Fordham University Press, New York 2014**

Amid the "brilliant age" of radio, from generally the late 1920s until the late 1940s, promoting organizations were seemingly the most critical wellsprings of radio amusement. Most broadly communicate programs on system radio were made, delivered, composed, or potentially oversaw by publicizing offices: for instance, J. Walter Thompson delivered "Kraft Music Hall" for Kraft; Benton and Bowles directed "Show Boat" for Maxwell House Coffee; and Young and Rubicam oversaw "Town Hall Tonight" with entertainer Fred Allen for Bristol-Myers. However this reality has vanished from well known memory and gets little consideration from media researchers and antiquarians. By repositioning the promoting business as a focal specialist in the improvement of broadcasting, creator Cynthia B. Meyers challenges routine perspectives about the part of publicizing in culture, the combination of media enterprises, and the part of corporate greed in communicating history. Construct generally in light of documented materials, A Word from Our Sponsor mines office records from the J. Walter Thompson papers at Duke University, which incorporate workforce gathering translations, reminders, and record histories; organization records of BBDO, Benton and Bowles, Young and Rubicam, and N. W. Ayer; contemporaneous exchange productions; and the voluminous correspondence amongst NBC and organization administrators in the NBC Records at the Wisconsin Historical Society. Intervening between gatherings of people's longing for stimulation and promoters' yearning for deals, admen joined "dramatic artistry" with "charisma" to deliver an exceptionally American type of business culture. In describing the historical backdrop of this frame, Meyers enhances and remedies our comprehension of broadcasting history as well as of publicizing history, business history, and American social history from the 1920s to the 1940s.

2. **Radio Advertising (NTC Business Books) by Peter Schulberg and , Pete Schulberg , January, 1996**

With [Bob Schulberg's] demise, radio lost a splendid backer and a decent companion. Luckily, Bob's talented child, Pete, knows a considerable measure about communicating, excessively both as a communicate newsman and a daily paper columnist covering the media. Pete has got the latest relevant point of interest, conveying the book in the know regarding an aptitude and careful quality I know Bob would be glad for. Great composition keeps running in the Schulberg family. Radio is enchantment good. What's more, the Schulbergs, Bob and Pete, clarify how the enchantment works. "This is required perusing for all supporters and all sales representatives in all business sectors and arrangements. - Rocky Blumhagen Station Manager KGON/KNRK Portland, OR ""Radio Advertising: The Authoritative Handbook" is an unquestionable requirement read for both novices and veterans of the telecom business." - Jerry Feniger Managing Director Station Representatives Association "The apple doesn't fall a long way from the tree! Pete Schulberg has undated his dad's exemplary work for the internet time, creating a completely contemporary book that holds the primary release's unmistakable, comprehensible presentation of those basics fundamental to each supporter and promoting proficient. "Radio Advertising" is beneficial perusing for understudies and newcomers to the business and in addition prepared stars who are searching for new thoughts on the best way to utilize radio all the more successfully.

3. **A publicists manual for better radio publicizing by Andrew Ingram& Mark Barber Publisher: John Wiley and Sons,**

This book could be named "All that you needed to think about radio yet were hesitant to inquire". For anybody with a personal stake in the radio medium, this complete and savvy book by two Radio Advertising Bureau heavyweights is an unquestionable requirement read. It offers an expansive scope of data and exhortation on the most proficient method to utilize radio adequately: from the requirement for another approach in today's commercial center to bridling the genuine force of radio through to contemplating radio as "another media" and past.

Hairdresser and Ingram convey viable counsel in an unmistakable and brief way – the Seven Step Guide to Better Radio toward the end is the ideal exemplification of this clarity. By scattering significant contextual analyses and diverting quotes all through, they give the book genuine character and show exactly how vital radio can be for now's organizations.

What I like most about this book is its adaptability. It is a simple plunge in and plunge out manual for radio or can be simply processed in one go. It is the ideal wellspring of exhortation and motivation for any customer, inventive or media organization needing to convey more viable interchanges through radio.

4. **In their book "Kleppers publicizing systems" twelfth version, Russell Thomas, Jand Lane, Ronald W** take note of that as promoters keep on targeting unmistakable gathering of people fragments, radio stations to end up and significantly more vital part of the media blend, especially as a supplemental national medium to achieve light clients of more customary national vehicles, for example, TV and magazines Klepper in this book "Promoting strategies" the 2nd version likewise watches that as years ago, every radio station will be on air in every last town and even remote regions and every day and each station will carrying on various projects drawing in various gathering of people and publicists perusing less expensive administrations in the book " Success in Advertising and advancements" by Don Milner, radio telecom will each not the same as today in five to ten years time. He keeps on saying that there will be the likelihood at the "Monetary Times" since hardware and the innovation of the radio being able to develop and between dynamic innovation and the possibility of having hundred stations which will help in promoting and charges getting to be modest on the grounds that there be numerous radios

5.According to Rose berg J. Larry in his book "promoting" first version , radio publicizing will develop at an over blessed messenger rate of 1.4% every year as the shopper will build suspicion of the promoting rehearses in torment , requesting exact and valuable items data

6. The Media Handbook: a Complete Guide to Advertising Media Selection, Planning, Research, and Buying: by Helen Katz

The Media Handbook gives a down to earth prologue to the total media arranging and purchasing process. In this upgraded and extended release, creator Helen Katz clarifies essential media arranging and purchasing figuring alongside the down to earth substances of offering arrangement choices and assessing the arrangement once it has been made. She additionally covers the advantages and disadvantages of every real media shape (TV, magazines, daily papers, radio, out of home, and Internet) and analyzes how media fits into the general showcasing structure, giving bits of knowledge on how advertising and media destinations are set up. Highlights of this content include: clarifications of media research with every media shape, indicating how research is used and delineating its part in seeing how and why individuals utilize media; graphs and tables all through, with helpful insights on media groups of onlookers; national and nearby cases to show how media arranging/purchasing happen for neighborhood organizations and significant brand names; accentuation on the innovativeness of the media arranging/purchasing discipline; agendas in every section to stress basic focuses; and flow postings of industry assets and affiliations. With its accentuation on genuine industry rehearse.

The Media Handbook gives a fundamental prologue to understudies in publicizing, media arranging, correspondence, and showcasing. It will serve as a fundamental reference for anybody seeking after a vocation in media arranging, purchasing, and research.

7. Radio Advertising (NTC Business Books): Bob Schulberg January 1996

The distribution of this all-new version of Bob Schulberg's great Radio Advertising: The Authoritative Handbook couldn't be better planned. In a time when each business official is looking at "getting nearer to your clients," more promoters have swung to radio- - regularly called "a definitive individual medium"- - as the best and effective approach to offer their items and administrations. Promoters spend more than $10 billion every year on radio publicizing. The way to getting the greatest payback on that venture, obviously is know how to do it gainfully. Furthermore, that is the thing that makes Radio Advertising: The Authoritative Handbook so helpful thus essential. It covers all the conventional techniques and methodologies, and it additionally gives the insider's perspective of all the new improvements - the new numbers, the new systems, and the new strategies - that keep on making radio promoting the best publicizing medium around. Included is useful direction for:

- Picking the right organization for what you are offering
- Sectioning markets adequately

- Purchasing and offering time
- Making publicizing that works for you and your items
- Utilizing direct reaction
- Getting the most out of community dollars
- Appearing well and good out of appraisals

Incorporating radio promoting into the greater part of your correspondences arranges. In the foreword to the principal release of this book, noted observer Charles Osgood said: "What makes radio such a spectacular "telling" medium likewise makes it an astounding "offering" medium. No one comprehends this superior to Bob Schulberg." This new release proceeds with that convention.

5. Ogilvy on Advertising, May 2011

The book itself feels awesome in your grasp – fantastic look and feel, and is loaded with pearls of shrewdness about publicizing on a scope of subjects from how to make TV advertisements that offer to contend with P&G.

I'm not exactly beyond any doubt how I wound up getting this book, and I wasn't exactly certain what's in store from it, yet I easily got through it, and felt irritated the few times I needed to put it down to get to this present reality.

I've taken in a couple of things that I plan to use for One Mint and some of my other â work, and at last all things being equal – publicizing is offering, and a considerable measure of us need to do it sooner or later or the other in our vocations.

The book is separated into sections with every part handling a particular issue and giving response to a particular issue. These few titles will outline for you what I'm talking:

- Occupations in promoting and how to get them
- How to promote outside travel?
- Promoting for good purposes

The book is loaded with significant and handy tips for promoters and there are numerous tips and rules on the best way to do certain things.

For example, Mr. Ogilvy asks everybody that they promote with dark words on white foundation and not the other route round since that makes it harder to peruse. In another example he discusses having the subtitle of a picture underneath it and not above it to be perused by more individuals.

Another illustration that I enjoyed originated from the part on regular postal mail, in which he composes a little area on TV for influencing individuals to purchase straightforwardly via mail or telephone he composes the accompanying:

The better the program on which your plugs show up, the less deals you make. At the point when viewers are exhausted by an old motion picture, they will probably get the phone and request your item than when they are bolted by a scene of Dallas.

There are numerous standards like that, and there is a considerable measure of fascinating stories also – like one where he says that while promoting for Cessna Citation business planes they conveyed live transporter pigeons with a welcome to take a free ride in the stream!

He says that a few beneficiaries really ate the pigeon however numerous returned alive and they sold no less than one stream for $600,000!

There are numerous promotion duplicates in the book too, and I ended up flipping through them at relaxation and taking a gander at all the colossal stuff there.

I completely delighted in the book and am currently anticipating perusing his first book too. I don't however feel that everybody will like it as much as I did.

As I would see it, you ought to at any rate have some enthusiasm for promoting, or should be required to offer in some ability to genuinely appreciate and welcome the book, and many people essentially don't have these kinds of employment capacities.

6. "Truth, Lies and Advertising: the Art of Account Planning." " by Jon Steel

While concentrated on promoting, the book's substance can possibly be connected to different branches of advertising administrations. Specifically, we were excited to peruse its point of view on statistical surveying in Advertising effort.

Steel will likely propose another model of promoting in light of the intricacy of individuals and their feelings. The model joins an organization of partners in a publicizing effort:

- Customer's business point of view
- Office's inventive point of view

conclusions and biases of the general population at whom promoting is pointed; at the end of the day, the shopper should be examined for instabilities, inspirations, propensities, preferences. "Triangulating" these points are view, one to pinpoint nearer to reality. Hidden this model is its thankfulness for tumult. Steel's avocation is that the entirety of the entire is more noteworthy than the individual parts. On the other hand, on the off chance that one point of view is permitted to command, the quality and adequacy of a promoting effort can endure. Disorder, Steel shows, can be helpful in giving the best work to customers.

- Environment influencing research on publicizing
- What kind of state of mind does it place them in?
- Possibility (ought to be supported)

Steel promote goes ahead to draw a sudden parallel between Quantum Physics and Advertising, in reference to turmoil. At last, Steel infers that the tumult and yearning for clashing points of view in Quantum Physics is like his approach of various viewpoints.

Steel keeps on characterizing Advertising as indicated by Jeff Goodby's definition: getting into one's brain and changing one's psyche however not letting one know how to think. Thusly, Steel affirms that Advertising can't offer something; rather it impacts the mind which can impact obtaining.

So is promoting workmanship or business? Good by expressed that Advertising was the Business of Changing Minds. Subsequently, it creates the impression that Advertising is a blend of workmanship and trade, inclining toward business. Imagining Advertising for the most part as a workmanship is tricky as it raises the issue of putting the interests of the imaginative over those of the client's. Steel infers that Advertisers need to understand that the target of their customers is to offer items or thoughts.

In addition, is publicizing a science or a workmanship? Steel expresses that publicizing is not a science since it disregards the multifaceted nature of human feelings. Science expects that you can breakdown the segments and remake things as indicated by the machine display by Margaret Wheatley. Exorbitantly logical information can, as per Steel, concentrate on the trees and disregard the timberland.

Steel expounds on the force of the informal technique. He refers to proof that a portion of the best brains, including Einstein, Oppenheimer (a physicist) and Watson/Crick, veered off from the logical strategy by consolidating science and workmanship (instinct, dream). Steel infers this happened on the grounds that these extraordinary scholars understood that the logical technique couldn't clarify everything.

Relevantly, promoting faces a few issues in achieving shoppers. Publicizing is coordinated at individuals, and tries to let them know what to do. Messages have been abused. Thusly, individuals hate promoting. Steel recommends that the Holy Trinity in Advertising comprises of:

- Effortlessness
- Sound judgment
- Imagination

2.5 SUMMARY OF THE GAPS TO BE FILLED BY THE STUDY

From the information acquired in the study it is clear the radio publicizes in generally utilized by many organizations to advise the clients about their product. It likewise demonstrates that radio promoting is increasingly an early on phase of the item life style to make awareness. Radio publicizing has an awesome effect OA half of the organizations, normal effect of 355 of the firm and in 12% of the firm it has a little effect.

- Many firms say that they utilize radio promoting as many languages which empowers them to contact both unskilled groups of onlookers.
- Examination demonstrates that the fate of radio promoting is splendid on the grounds that it can achieve a more extensive populace and development of FM station in nearby dialects for a wide range of groups of onlookers, most firms sues radio publicizing to target uses and potential clients
- Major wellsprings of whines are from non-clients and contenders
- Lot of studies not studied multi elements or variables in their research studied on the when promoting why promoting but not focused on who promote effectively in market.
- Studies made by the different researcher for radio advertising is for world, country or the state but this study focuses on the second level metropolitan city “A” level and its sub urban area.
- Some researcher working on mental effect on consumer of different type of advertising but not studied on the actual behavioral change and its attraction related to the specific goods.
- Now government of India launched PHASE III of Radio stations and lot of stations are developed in “B” level cities this study is very useful for them in future.

CHAPTER - III

DEMOGRAPHY OF PUNE CITY

3.1.1 Introduction

"Impact of radio advertising on buying behavior consumer related to domestic appliances in Pune city" this topic deals with three different variables 1) Advertising means promotion mix 2) Domestic home appliances means product mix 3) Consumers who purchases the products from various channels of distribution.

In Pune advertising is done by large communication media (Print, billboards, mobile billboards, celebrity programs etc.) the situating.

Effective publicizing is the result of intense arranging. Awesome thoughts and extraordinary promotion battles don't simply pop out from no place, they are based on the key correspondence focuses that inspire deals. FM Radio stations are totally a medium of sound, which inspires odors, sensations and visual images which brings the audience members creative abilities into play. Radio publicizing is one of the apparatuses of promoting which is adequately utilized for communication and situating. It is one of the establishments for compelling and successful advertising. Radio can be utilized successfully for notice since it can focus on the large audience as a result of its high reach. Radio is great at expanding mindfulness about the brand and business and aiding in building the brand picture. In Pune 7 FM channels are reached to the receivers and in Phase III 3 Fm to channels added to reach listeners.

In Pune, the home residential gadgets give straightforward behavior of check indicates show up off from the work of life. We can feel the satisfaction when we make utilization of the home appliances. In Pune in right while we confront repetitiveness when washing garments, cooking sustenance, hacking vegetables, clearing floor and cleaning utensils.

Pune is the Hub for all type of businesses because of its climate, not long away from Mumbai and well situation for human civilization growing very fast than other district level cities in Maharashtra. Population of other district is less than 30 million Pune and suburban area reaches to the 90 million due to higher opportunity in the employment area. Skilled and unskilled all type of workers are making debut in employment sector.

3.1.2 Reach of Radio in Maharashtra

There are two types of receivers used by the receivers 1) Radio receiver with MW/SW/FM bands and only FM bands captured by the receivers. In rural Maharashtra maximum farmers purchases all type of radio band device but maximum in Cars, travelling vehicles FM radio is built in the DVD device and all mobiles have in built FM device due to this reach of radio increases in listeners. In Maharashtra lot of the radio stations are started their FM channels as well as private players such as Radio city, Radio Mirchi, increases their network in Maharashtra. There are more than 95 MW/SW/FM stations are covering to the rural and city area of the Maharashtra.

Phase III increases their network in class B level cities as Panchayat and Nagpalika area in Maharashtra where reach of FM is poor than other channels. Mumbai in Maharashtra is the most crowded city in the India. There are four metropolitan cities in the INDIA and called as 'A+' cities where as Pune is the eighth largest city in the India such cities are second level Politian cities or 'A' level city. Maximum radio channels are running in the Mumbai City and sub urban area of Mumbai city. In Mumbai maximum travelling is done by the local Trains and Cars.

FM channels is distributed in two modes 1) Community FM channels 2) private owned FM channels But AIR (101 FM) is also competitor in FM players. Table 3.1.1 shows that number of Districts in Maharashtra have only FM channels where as some of the district transmits medium Wave range which in KHz (Kilo Hertz).Some of the FM channels are the community channels whose transmission reach covers short distance and provides local information about farming, new business era, employment around, social information, disaster knowledge etc. Before announcement of phase III in Maharashtra more than 30 channels of community are updating knowledge of farmers and students before PhaseIII.40

40 http://www.communuityradioindia.org

Limited channels are comes under the MW and SW channels these are situated in few of districts such as Mumbai, Sangali, Pune, Jalagaon etc. AIR started its own FM channels over Maximum districts and cover up maximum area in Maharashtra.41

Table No. 3.1: Radio Stations (MW/SW/ FM) in Maharashtra

Sr. No	Frequency (medium wave and shortwave in kHz, FM in MHz)	Name
	Ahmednagar	
1	90.4 MHz	Radio Nagar FM
2	90.8 MHz	KVK Pravara Community Radio
3	91.1 MHz	Radio City, Ahmednagar
4	100.1 MHz	All India Radio Ahmednagar (AIR))))Ahmednagar / Akashvani Ahmednagar)
5	106.4 MHz	Radio Dhamaal 24(BAG Films & Media)Ltd), Ahmednagar
	Akola	
6	91.1 MHz	Radio City, Akola
7	102.4 MHz	All India Radio Akola (AIR Akola) Akashvani Akola)
	Amravati	
8	101.5 MHz	All India Radio Amravati (AIR Amravati / Akashvani Amravati / Vividh Bharati)
	Aurangabad	
9	1521 kHz	All India Radio Aurangabad (AIR Aurangabad / Akashvani Aurangabad)
10	101.7 MHz	
11	98.3 MHz	Radio Mirchi, Aurangabad
12	104.8 MHz	Gyan Vani, Aurangabad
	Badnera	
13	90.4 MHz	Sadhana Radio (Shram Sadhana Trust)
	Baramati	
14	90.4 MHz	Vasundhara Vahini
15	90.8 MHz	Sharada Krishi Vahini (Krishi Vigyan Kendra)
	Beed	
16	102.9 MHz	All India Radio Beed (AIR Beed / Akashvani Beed)
	Brahmapuri [Brahmpuri]	
17	100.1 MHz	All India Radio Brahmapuri (AIR Brahmapuri / Akashvani Brahmapuri)
	Buldhana	
18	100.1 MHz	All India Radio Buldhana (AIR Buldhana / Akashvani Buldhana)
	Chandrapur [Chanderpur]	
19	103.0 MHz	All India Radio Chandrapur (AIR Chandrapur / Akashvani Chandrapur)
	Dhule	
20	100.5 MHz	All India Radio Dhule (AIR Dhule / Akashvani Dhule)
22	106.4 MHz	Radio Dhamaal 24 (BAG Infotainment Pvt. Ltd.)
	Gadchiroli	
23	101.8 MHz	All India Radio Gadchiroli (AIR Gadchiroli / Akashvani Gadchiroli / Vividh Bharati)
	Gondia	
24	100.1 MHz	All India Radio Gondia (AIR / A)

41 http://www.iradioindia.com

		kashvani Gondia)
	Jalgaon	

Table 3.1.1 Continued…

Table No. 3.1 Radio Stations (MW/SW/ FM) in Maharashtra

25	963 kHz	All India Radio Jalgaon (AIR Jalgaon / Akashvani Jalgaon)
26	91.1 MHz	Radio City, Jalgaon
27	106.4 MHz	Radio Dhamaal 24 (BAG Films & Media Ltd), Jalgaon
	Jalihal(Bk. Jat)	
28	91.2 MHz	Yerala FM (Yeralavani)
	Jalna	
29	100.1 MHz	All India Radio Jalna :AIR Akashvani)Jalna)
	Karad	
30	90.4 MHz	Swaranant Community Radio (KrishVigyan Kendra)
	Kolhapur	
31	94.3 MHz	Radio Tomato, Kolhapur (Pudhari Publications)
32	98.3 MHz	Radio Mirchi, Kolhapur
33	102.7 MHz	All India Radio Kolhapur (AIR Kolhapur / Akashvani Kolhapur)
	Malegaon	
34	90.4 MHz 100.1 MHz	Radio Mast (M.G. Vidya Mandir) All India Radio Malegaon (AIR Megaon / Akashvani Malegaon)
	Mumbai [Bombay]	
35	558 kHz	All India Radio Mumbai (AIR Mumbai / AIR Bombay / Akashvani Mumbai) (DRM) Digital Radio Mondale AM in Digital Format.
36	568 KHz(DRM)	
37	1044 kHz	
38	1054 kHz (DRM)	
39	1188 kHz	
40	100.7 MHz	
41	102.8 MHz	
42	107.1 MHz	
43	90.4 MHz	Dnyan Vani (Navi mumbai)
44	90.8 MHz	Jago Mumbai (Union Park Residents' Association)
45	91.1 MHz	Radio City, Mumbai
46	92.7 MHz	Big 92.7, Mumbai (Adlabs Radio)
47	93.5 MHz	Red FM, Mumbai
48	94.3 MHz	Radio One, Mumbai
49	*94.6 MHz	Win 94.6, Mumbai
50	98.3 MHz	Radio Mirchi, Mumbai
51	104.0 MHz	Fever 104 FM (HT Media Ltd / Virgin Radio), Mumbai
52	104.8 MHz	Radio (Oye FM), Mumbai
53	105.6 MHz	Gyan Vani, Mumbai
54	107.8 MHz	MUST FM
	Nagpur	
55	585 kHz	All India Radio Nagpur (AIR Nagpur / Akashvani Nagpur)
56	100.6 MHz	
57	1566 kHz	All India Radio Nagpur (AIR Nagpur / Akashvani Nagpur: National Channel 1000 kW transmitter located at Buttibori)

Table No. 3.1 Continued…

Table No. 3.1 Radio Stations (MW/SW/ FM) in Maharashtra

58	91.1 MHz	Radio City, Nagpur
59	93.5 MHz	Red FM (South Asia FM Ltd), Nagpur
60	94.3 MHz	MY FM, Nagpur (Bhaskar Group)
61	98.3 MHz	Radio Mirchi, Nagpur
62	105.6 MHz	Gyan Vani, Nagpur
	Nanded	
63	91.1 MHz	Radio City, Nanded
64	101.1 MHz	All India Radio Nanded AIR Nanded)Akashvani Nanded)
	Nasik [Nashik]	
65	90.4 MHz	Radio Vishwas
66	93.5 MHz	Red FM (South Asia FM), Nasik
67	98.3 MHz	Radio Mirchi, Nasik
68	101.4 MHz	All India Radio Nasik (AIR Nasik / Akashvani Nasik)
	Oros	
69	103.6 MHz	All India Radio Oros (AIR Oros / All India Radio Oros)
	Osmanabad	
70	101.3 MHz	All India Radio Osmanabad (AIR Osmanabad / All India Radio Osmanabad)
	Parbhani	
71	1305 kHz	All India Radio Parbhani (AIR Parbhani / Akashvani Parbhani)
72	102.0 MHz	
	Ratnagiri	
73	1143 kHz	All India Radio Ratnagiri (AIR Ratnagiri / Akashvani Ratnagiri)
74	101.5 MHz	
	Sangli	
75	1251 kHz	All India Radio Sangli (AIR Sangli /Akashvani Sangli)
76	90.4 MHz	Green FM
77	91.1 MHz	Radio City, Sangli
78	94.3 MHz	Radio Tomato, Sangli (Pudhari Publications)
	Satara	
79	90.4 MHz	Mann Deshi Tarang Vahini (Mannvikas Samajik Sanstha / MSS)
80	103.1 MHz	All India Radio Satara (AIR)))SataraAkashvani Satara)
	Solapur	
81	91.1 MHz	Radio City, Solapur
82	92.7 MHz	Big 92.7 FM, Solapur
83	103.4 MHz	All India Radio Solapur (AIR)))Akashvan)Solapur)
	Wardha	
84	90.4 MHz	Radio MGIRI (Mahatma Institute Rural))Industrialisation)
85	100.1 MHz	All India Radio Wardha (AIR Wardha / Akashvani Wardha)
	Yeotmal [Yavatmal]	
86	102.7 MHz	All India Radio Yeotmal (AIR Yeotmal Akashvani Yeotmal)

Source: Maharashtra radio stations with ought Pune city.

Table No. 3.2: Radio Channels in Pune city

Sr.No	Frequencies MW/SW/FM	NAME	Description in short
1	792 kHz (A)	All India Radio Pune (AIR Pune / Akashvani Pune)	Started 02/10/1953, Near about 13 district covered major – Pune,Satara,Solapur, Nagar etc. distance covered more than 250 Kms FM covers 125 Kms

2	802 kHz (DRM)(B)		
3	101.0 MHz(FM)		
4	91.1 MHz(FM)	Radio City, Pune	Started 2008, 16 Kms around Aundh,Pune circle distance covered
5	93.5 MHz(FM)	Red FM (South Asia FM), Pune	Started 2002, 100-125 Kms around Pune circle distance covered
6	94.3 MHz(FM)	Radio One, Pune	Started 2006, 100-12 Kms around Pune circle distance covered
7	98.3 MHz(FM)	Radio Mirchi, Pune	Started 2000, 100-125 Kms around Pune circle distance covered
8	107.4 MHz(FM) Community CH	Vidyavani	Started 19/06/2005, 16 Kms around Aundh,Pune circle distance covered
9	90.4 MHz(FM) Community CH	Radio FTII	Started 29/01/2007 10-15 Kms distance covered around Law College Road,Pune

42 Source: Pune radio stations:

Above table: 3.2 shows radio stations in Pune AIR runs Akashwani Pune(A),(B),and its FM is 101,98.3,93.5,94.3,91.1,90.4,107.4 MHz Stations are the FM stations, Launching of PHASE III some stations are begins programs in Pune not mentioned.

Radio in and around Pune

Table no: 3.2 shows radio channels providing information and entertaining to the listeners in and around Pune. As per Radio access survey Radio Mirchi is the topper channel till 2015 but after that RED FM is the big competitor to the Radio Mirchi. Another player in Pune city is Radio one and Radio city. AIR transmitting three type frequencies for MW bands and FM channels regular listeners are in touch with that station. Prasar Bharati started the Pune station and since 1953 it provides services to the all type of Listeners. MW with Higher KW reaches interior to the Maharashtra. Akashwani Pune reached to long distance than the FM channels and the community channels its power of transmission is in KW. Modulation is the Amplitude modulation and called as medium wave transmission due to this it is MW station.

Sinhgadh fort:

AIR, Dursanchar, Television and all FM stations other than community channels selected the Sinhgadh fort 30 kilometers far away from Pune at Southwest. Selected for transmission antenna set up because Its height from the sea level is 1312 meters and 760 meters from ground level. It is More than another fort as Purandar, Shivneri, etc.

Reach of FM transmission is increases due to high transmission points Vividh Bharati, Radio Mirchi, Radio city, Radio One, RED FM not only covers Pune district Area but can reached to some part of Satara, Sholapur, RAIGAD district. Covers lot of the listeners in and around Pune city covering maximum rural area.

3.2 Community channels

Community channels have minimum reach around transmitters but they provide information to the students, farmers, researchers with their programs. Before commencement of PHASE III Savitribai Phule University Pune FTTI covers some audiences. These channels are much more effective around Aundh, Shivajinagar, Karvenagar active listeners are taken part in to the programs of the community channels.

42 www.asiawaves.net>india>maharashtra

1) Vidyavani: (107.4 MHz)

Its reach is around Pune University, Aundh, Baner, Shivajinagar, Nala stop, some interior city part and Exterior city part is covered by the channel. Programs are focused on various departments of Pune University, Various students Welfare schemes of the University, information about exams and activities of the University. Various educational programs, sport programs, Youth programs, discussions, Seminars, Students talk are covered by the channels. This is non commercial channel only work for knowledge Improvement. Program transmitted from morning 7.00 am to 6.00 pm and radio broadcasting repeated from 7.00 pm to 6.00 am. Some programs are TOPICALS, Executive Dairy, Serials, Students corner and Outdoor recordings related to knowledge also broadcasted.43

2) FTII (Film and Television Institute of India: 90.4 MHz)

Channel begins since 29th January 2007and it is one of the community FM channel working for knowledge improvement its reach is inner and outer Pune city. Channel is non commercial base channel not taking part in the advertising competition.

Program broadcast timing begin at morning 9.30am and evening session ends at 5.30pm. Programs are social, educational, entertaining, musical reach in inner Pune city some part of outer Pune city. Radio FTII listeners are getting programs Radio FTII is owned and managed by Film and Television Institute of India. Radio FTII broadcasts programs based on social awareness, youth, hygiene and health along with some talk shows of social workers.

Radio FTII provides informative and educative programs on several topics. Ms. Gargi Phule has produced our maiden programs a Marathi drama "Krishna Kinara" Since then we are moving forward. Our program contents have grown up by 275% within a year. Our cinema enthusiastic on Cinema in the form of interviews, lectures and interactions with noted film makers. Our Alumni share their experiences of the campus.44

3.3 Advertising Phenomenon of FM channels programs

Table No. 3.3: Time Slot Details of Radio (FM) in Pune

Ad Time	Ad Option	Ad Type	Description
07:00 AM - 11:00 AM	Prime Time	Morning Drive	It is one of the recommended ad slots for radio advertisers because of the high engagement of listeners; due to this the cost of this time slot is also high.
11:00 AM - 05:00 PM	Non Prime Time	Midday	The cost of these ad slots are the lowest as there are lesser number of radio listeners during this period. However, major talk shows are played in this day part.
05:00 PM - 10:00 PM	Prime Time	Evening Drive	Coveted times for advertising as most of the commuters listen to radio during this time. The rates are similar to Morning Drive.
07:00 AM – 10:00 PM	Mixed Time	All Day	The ads get equal slots between morning drive, midday and evening drive. Where the cost incurred will be moderate.

Source: Radio advertises agents (For 98.3, 94.1, 93.5, 91.1 & 101 channels in Pune) have same time slots.

Campaign variables for advertisers

Variables	Sample Variable Selections
Media Option	Prime Time/ Non Prime Time/ Mixed Time
Ad Length	10 sec/ 20 sec/ 30 sec
Number of Ads per day	3/ 4/ 5
Campaign Duration	5 Days/ 10 Days/ 30 Days
Campaign Start Date	1st Jan/ 15th Feb/ 20th Aug

Source: radio advertising agents

43 Vidyavani.unipune.ernet.in

44 ftiindia.com/radio_ftii.html

Above information and the details of table shows that FM channel can easily attract to the listeners as well as goods companies in Pune city.

Radio Commercials: Free Commercial Time also known as FCT is made available by the Radio Station. Advertisers can promote their brand by buying a set of time slots at discounted rates. Commercial times and their rates are further classified on the following basis:

Prime Time: These are morning or early evening slots when most of the audiences are listening to the radio as they commute. The rates are usually higher than the other slots.

Non Prime Time: The time-band in which the viewership/ listenership is relatively low as compared to prime time. The cost is usually the lowest.

Mixed Time: Ads gets placed in equal slots between morning peak, evening peak and non peak. The rates are usually moderate.

RJ Mentions: RJ talks about advertiser's brand while conducting the show. The RJ spends about 30-45 sec talking about the brand.

Contests: Any form of games which can be sponsored by advertisers where the listener stands a chance to win a prize. Some examples include quizzes & singing competitions. The sponsor has to provide the winner with a prize worth a minimum cost at Rs 1500.

Studio Shift: Any of the Radio shows can be broadcasted out of a location outside of the studio which is decided by the brand. For example the RJ's can broadcast out of a particular restaurant to promote that brand.

Time Check: RJs talks about the brand while conducting the show. The RJ spends about 30-45 sec talking about the brand.

Sponsorship Tags: Advertisers have the opportunity the name of the brand to any specific program or song of the Radio Station as Title Sponsorship, Powered by or associate sponsorship.

Roadblock: Advertisers can acquire all the ad spots of Radio station within a time frame.

Specials: Advertisers can wish the audience on special occasions such as Diwali, Holi, Navratri, Independence Day, etc.

Premium Placements: Advertisers can get premium placements at a higher cost for a 10 second FCT which is aired as the last or the first spot of the break.

Ad Rates: If the cost of an ad is listed as Rs 400 for a radio station in a city, it means it's the pricing unit of 1 jingle played for 10 seconds If advertisers play a 30-second Ad 5 times for 7 days, the cost would be Rs. (400 X 30*5*7)/10 = Rs. 42,000.Cost is related to the Radio Mirchi and variation of the costs related the different channels.

3.4 Advertisement agents

1) The media Ant 2) Release my add 3) Advertise-wale 4)Surekha communication 5) Just dial 6)Pickle entertainment.45

1) Radio Mirchi (98.3 MHz)

By the RAM TAM survey Radio Mirchi has largest reach in India reaching 4 Cr listeners in 32 cities. Radio Mirchi reach over 30L people online through the website, social media and through online radio stations. Reach of Radio Mirchi is better than another community channels it is commercial private Radio channel. Entertainment is the major motto of this channel new picture songs, old movie songs, RJ talks such programs attracts to the listeners. Radio Mirchi is ahead in India for the advertisements and promotion of different brands of households, Real estate, and consumer electronics, advertising various festive sales of goods.

45Websites of above agents (mediaant.com, relaesemyadd, advetisewale, justdial.etc.)

Above table shows information about the advertising time related strategy of Radio Mirchi 98.3.at cost at morning it is high, at afternoon is low; evening it is high mixed time it is moderated. Advertisement Options in Radio Mirchi FM, Pune .

Table-3.4: Radio Mirchi 98.3 FM– Pune with Shows and RJ Details

RJ Name	Show Name	Timing
Advertise with RJ Smita	Ad in Chanderi Nights	09:00PM - 12:00AM, Sun
Advertise with RJ Nikky	Ad in HI Pune	07:00AM - 11:00AM, Mon-Sat
Advertise with RJ Joyanita	Ad in Meethi Mirchi 2	02:00AM - 05:00AM, Mon-Sat
Advertise with RJ Rahul	Ad in Kalti Katta	05:00PM - 09:00PM, Mon-Sat
Advertise with RJ Sumit	Ad in Meethi Mirchi	11:00AM - 02:00PM, Mon-Sat
Advertise with RJ Sayema	Ad in Purani Jeans	09:00PM - 12:00PM, Mon-Fri

Source: 98.3 FM (Radio Advertisement Agents)

2) Red FM (93.5 MHz)

Red FM was launched in 2002. By Advertising in Red FM you can reach out to over 40 million listeners across 48 cities in India.

Red FM advertising team offers you opportunities to drive your communication through our multiple verticals.

On Air

Red FM have FCT 'on air' advertising, but with unique and innovative ideas that are liked by listeners and advertisers both. Red FM creative solution team constantly innovates and delivers new ideas to help clients stand out. The Client Solutions team has won awards and laurels in forums such as New York Ad fest, Goa fest, Golden Mikes, and IRF.

Red Live

Red Live is another way to interact powerfully with listeners through innovative sponsorship and promotion packages. So far Red FM has done over 45 live concerts and live events in almost all big and small cities of the country. Through Red station Red FM has reached over 1 million people in last 3 years.

Red Active

Red FM activation wing offers "touch and feel" product engagement B2C BTL brand activation and reach to over 100 brands every year, even in the cities where there is no FM channel available.

Red Digital

In order to add depth to advertiser campaign online digital team specializes in producing branded content that can be disseminated to clients Social Media handle. RED NETWORK has approx. 2.5 million fans bases on its social platform that can also be leveraged for branded content.

Red Integrated Solutions

Red FM has customized shows for Ambience Mall radio and Kalka Delhi Shatabdi Train. Red FM associated with these can let advertiser reach out to people on the go.

Table No. 3.5: Advertising Opportunities (Red FM 93.5)– Pune with Shows and RJ Details

RJ Name	Show Name	Timing	Show Content
Advertise with RJ Sangram	Ad in Morning No 1	07:00AM - 11:00AM, Mon-Fri	On Request

Advertise with RJ Shruthi	Ad in Madhli Sutti	02:00PM - 05:00PM, Mon-Fri	Advertisers can place their ads in this show which talks about glamorous lives of celebrities. It includes rapid fire interviews and off beat quizzes.
Advertise with RJ Kabir	Ad in #Red	09:00PM - 12:00AM, Mon-Fri	Advertisers can place their ads in this show which contains engaging segments like Status Update, Tag kar, Relationship status complicated, Khud ki le, and Happy birthday to whom? Among others.
Advertise with RJ Soniya	Ad in Teen Taas No Traas	11:00AM - 2:00PM, Mon-Sat	Advertisers can place their ads in this show where RJ Soniya has some of the catchiest segment like, Soniya ka item Number.
Advertise with RJ Shrikant	Ad in MH935	05:00PM - 09:00PM, Mon-Sat	On Request
Advertise with RJ Rishi	Ad in Nescafe Mornings	05:30AM - 07:00AM Mon-Sat	Advertisers can place their ads in this early morning show which helps audience get on a right note of hope, spunk and attitude.

Source: RED FM 93.5 channel information.

3) Radio City (91.1 MHz)

Radio City FM was launched in 2001. Reach out to over 22 million listeners across the country by Advertising through Radio City. The network has expanded its footprint by carefully and efficiently adding 11 new markets after carefully selecting towns with greater SEC AB population. With the addition of the new towns and addition of Radio Mantra towns, Radio City FM reaches to 39 most important towns of India dominating the most important advertiser markets. Advertising time slot is same as given in the table 3.3.1 but the program preferences are different of each and every private channel.

Table-3.6: Advertising with Radio City 91.1 FM– Pune with Shows and RJ Details

RJ Name	Show Name	Timing	Show Content
Advertise with RJ Shonali	Ad in Shonali	05:00PM - 09:00PM, Mon-Sat	Advertisers can place their ads in this show which promises an action packed evening with RJ Shonali's antics, interesting game shows and Marathi stars pouring their hearts out in 'Star Katta'.
Advertise with RJ Bandya	Ad in Bandya	02:00PM - 05:00PM, Mon-Sat	Advertisers can place their ads in this show which includes health tips and Marathi Movie Reviews.
Advertise with RJ Apurva	Ad in Filmy Chhokri Apurva	11:00AM - 02:00PM, Mon-Sat	Advertisers can place their ads in this show which includes bollywood gossip and contests like 'Bol Bacchan'
Advertise with RJ Apurva	Ad in Kismat Konection	07:00AM - 10:00AM, Sun	Advertisers can place their ads in this show which is about Ace Numerology
Advertise with RJ Kedar Joshi	Ad in Kedar Joshi	07:00AM - 11:00AM, Mon-Sat	Advertisers can place their ads in this show which includes traffic problems, civic issues and contests.
Advertise with RJ Raza Muraad	Ad in Bharat ki amar kahaaniyan	10:00AM - 11:00AM, Sun	On Request

Source: 91.1 FM Radio city Pune.

4) Radio 1 (94.3 MHz)

Radio One FM, launched in 2006 is present in 7 Metro cities. Breaking news ground by playing 13 songs every single hour, they play at least 1200 songs more than the other radio stations every month. Furthermore, it is the only station that does not repeat songs in the entire day.

Table No-3.7: Advertising with Radio One 94.3 FM– Pune with Shows and RJ Details

RJ Name	Show Name	Description
Advertise with RJ Tarun	Ad in Breakast	07:00AM - 12:00PM, Mon-Sat
Advertise with RJ Tia	Ad in Drive	05:00PM - 10:00PM, Mon-Sat
Advertise with RJ Shubra	Ad in Mid Morning	12:00AM - 5:00PM, Mon-Sat
Advertise with RJ Bryan Tellis	Ad in The Blues with Bryan Tellis	10:00PM - 01:00AM, Mon-Sat

Source: Radio one 94.3 FM channel Pune city.

FM Radio 101 (All India Radio)

Objectives of All India Radio are as follows

- To initiate appropriate measures & develop business opportunities to undertake profitable projects and activities in broadcasting sector.
- To allow other broadcasters / telecom providers to use Prasar Bharati hardware / software infrastructure by charging licenses fees / usage fees.
- To provide consultancy & services to various broadcasting organizations, private companies, telecom service providers, ISPs etc.
- To undertake system design, integration with existing infrastructure, drawing of specifications, costing, formulation of proposals & other related works for the clients.
- To undertake installation, operation and maintenance of broadcasting facilities.
- To harness inner strengths of the organization to identify, develop and consolidate its resource base.
- To generate revenue by taking profitable venture in the field of broadcasting, computers and communications.
- To provide world class consultancy services and undertake turnkey jobs in the specialized field of broadcast engineering and related areas.
- To facilitate growth of Indian Broadcasting & Telecommunication sector by optimal utilization of Broadcasting facilities and resources.
- To become premier national and global provider of broadcast transmission infrastructure and related services.

FM101 (vividh Bharati)

It is Government operated FM channel they can advertise private but have limitations on advertisements, reach of transmission is high than another channel because power antenna is better than another channel. Programs on this channel are good but all programs are not attracted to the young ones due to this limited but active listeners are prefer to this channel.

3.6 Domestic home appliances major players in Pune

Vijay sales: Vijay Sales is an Indian electronics retail store chain based in and out of Mumbai. It is headquartered in Jogeshwari, Mumbai. Vijay Sales was started as a small TV showroom at Mahim by Nanu

Gupta in 1967. It currently operates 67 stores across the states of Maharashtra, Haryana, UP, Gujarat and Delhi.[3] and has more than 9,000 Products to choose and is located in prime location all over India and has 28 stores in Mumbai, 13 stores in Pune, 12 stores in Gujarat, 11 stores in Delhi, 4 stores in Haryana, 2 stores in Uttar Pradesh. A New Concept of VS-DIGI stores (Powered by Vijay Sales) are opened all across India. Originating from the principle of giving customers the best in quality and service, Vijay Sales was established as a partnership firm by Mr. Nanu Gupta, an entrepreneur with astute business acumen and foresight. From a small TV showroom in Mahim in 1967, Vijay Sales has long since evolved into one of Mumbai's leading chain of electronic superstores, now having expanded to major cities across India.

Along with a team of professional managers, delivering on the promise of servicing customer needs and efficient post-sales services, together with his two sons Mr. Nilesh Gupta and Mr. Ashish Gupta, Mr. Nanu Gupta remains the driving force behind the Vijay Sales enterprise.With aesthetically designed and conveniently located showrooms, Vijay Sales caters to customers of all budgets and preferences. Through customer focused policies and the intuitive understanding of emerging markets, today after more than four decades of successful operations, Vijay Sales has become a trusted name synonymous with quality electronics & consumer durables.

Maharashtra. Keyuor,Mahavir,CROMA Electronics

Table below shows information about home appliances and consumer electronics in retailer shop Vijay sales and services, Maharashtra electrnics ,Mahavir Electronics, Croma, Keyour are the major players in the pune but other than that lot of the Big retailers shops also available in Pune. They are diverted towards the branded items in the shops non Branded products have lot of problems after sale service due to this big retailers are avoid that products.

Their promotion is done by the manufacturer but when sales are started or seasonal conditions then stores are done their advertisements by Print and the Radio media for mass reach.

Table no-3.8: Home appliances Players in Pune

Sr.no.	Name distributor /retailer	Branches in Pune As per zones		Major Domestic home apps available in store	Brands available
1	Vijay sales and distributors Pune	old Pune	3	TV refrigerator Mixar Grinder Washing machine A.c. Stove chimney LAPTOPS and other 50 products	LG PHILIPS WHIRLPHOOL HAIER SAMSUNG SANSUI SONY AKAI AFB ELECTROLUX DELL COMPAQ LENOVO VIDEOCON JYOTI RAM(NGP) SYMPHONY ALL BRANDS
		Inner Pune	2		
		Outer Pune	3		
		suburban	5		
2	Maharashtra electronics	old Pune	2	TV refrigerator Mixer	LG PHILIPS WHIRLPHOOL HAIER

		Inner Pune	2	grinder Washing machine A.C. Stove chimney water cooler and other 50 products	SAMSUNG SANSUI SONY AKAI AFB ELECTROLUX RAJESH KENSTAR SYMPHONY
		Outer Pune	2		
		suburban	3		
3	Keyour electronics	old Pune	0	TV refrigerator Mixer grinder Washing machine A.C. Stove chimney water cooler and other 50 products	LG PHILIPS WHIRLPHOOL HAIER SAMSUNG SANSUI SONY AKAI AFB ELECTROLUX RAJESH KENSTAR SYMPHONY
		Inner Pune	1		
		Outer Pune	1		
		suburban	1		

Source: Primary data and visit to store

Mahavir and croma have also 10-12 branches in Pune with all home appliances variety and have good sale as like above retailers.

3.6 Consumers in Pune city

Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. The explanation of these factors is given below.

Cultural Factors

Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class.

Culture

Basically culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries and cities where business runs around.

Subculture
Each culture contains different subcultures such as religions, nationalities, geographic regions, ethnic groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group. In Pune 30%-35% are living in the slum area but they are purchasing home appliances for kitchen and the TV as like for entertainment.

Social Class
Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. Now washing machine, refrigerator, and mixer are the required appliances for middle class also. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc. **Social Factors**

Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status.

Reference Groups
Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).

Family
Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children, particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

Roles and Status
Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore her buying decisions will be influenced by her role and status. Lot of the women working in the IT sector and they have better employment salary which is equal to the male employee or more than that. Purchases branded and big cost home appliances from the Pune market.

Personal Factors
Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self concept.

Age
Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc which help marketers to develop appropriate products for each stage. Pune is the city where lots of the jobs are available to the computer and non computer professionals.

Occupation
The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase costly consumer electronic goods Like LED with all features, whereas a low level worker in the same organization will purchase LED but with low cost and minimum features.

Economic Situation
Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products**.**

Lifestyle
Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

Personality
Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behavior for particular product or service.

Psychological Factors
There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes. Pune suburban areas have this type of consumers for marriage ceremony and festival seasons those purchasing costly electronic goods for gifting purpose as well as for self house.

3.7 Summery
1) Radio entered in Maharashtra since 1927 and AM /FM/SW/ all bands reached to the various listeners in rural and city area.

2) All FM stations mounted their transmitting over Sinhgadh fort near to Pune for coverage of long distance reach.

3) AM (100KW) station situated at Hadapsar Pune whose reach is around 10 districts but that is Medium Wave station have required powerful Receiver at User side as Radio.

4) FM are community channels and the private channels whose reach is digital in nature but distance is less than MW stations.

5) FM (101,98.3,91.1,94.3,93.5) are the private FM channels having reach 80-100 Kilometers and entertaining is the main motto of these channels and they attracted to the advertisers.

6) Advertisers such as home appliances manufacturers, Real estate's developers, political leaders, Seasonal products are advertised majorly on these stations.

2) Pune city contains more than 300 retailers of the domestic home appliances with vijay sales and services, Maharashtra electronics, Keyour electronics, Croma electronics, Memorics electronics, Mahavir electronics having branches everywhere in Pune.

2) In Maharashtra Mumbai is metropolitan city containing suburban area have large population crowded in Thane, panvel , dombiwali, having very large crowd.

3) In India Pune is the 8^{th} largest city having two municipal corporations Pune and Pimpri chinchwad city is categorized as second level metropolitan city or 'A' level cities.

4) Industrial sector distribute the population in to economical behavior as High class, Middle class, Low class, with different living style and educational Qualifications.

7) Television is entertaining home appliance popular in the Pune market, where As Refrigerators, washing machines, are domestic home appliances studied from various stores.

8) FM channels are the private players in the Radio stations and community channels are the non-commercial FM channels.

9) Pune have only one Amplitude modulation channel having high reach but the advertisements rarely Propagate over that channel.

10)Pune, Nagpur are known A level cities with multi state crowd living safely and purchases house and flats for living due to this home appliance purchasing done by the younger is very high.

11) Information technology sector increases their business in Pune in large due to this more than 8 million working with good salary and all Younger purchase their house in Pune.

12) All big branded electrical and electronic devices spread their hands over Pune and its suburban Area increases their sale by attracting customers to that brand.

13) This chapter overviews on the elements of the title such as domestic home appliances, radio advertisement and consumers group who is listener of FM and purchaser of home appliances.

Plate 01 (Map of Maharashtra)

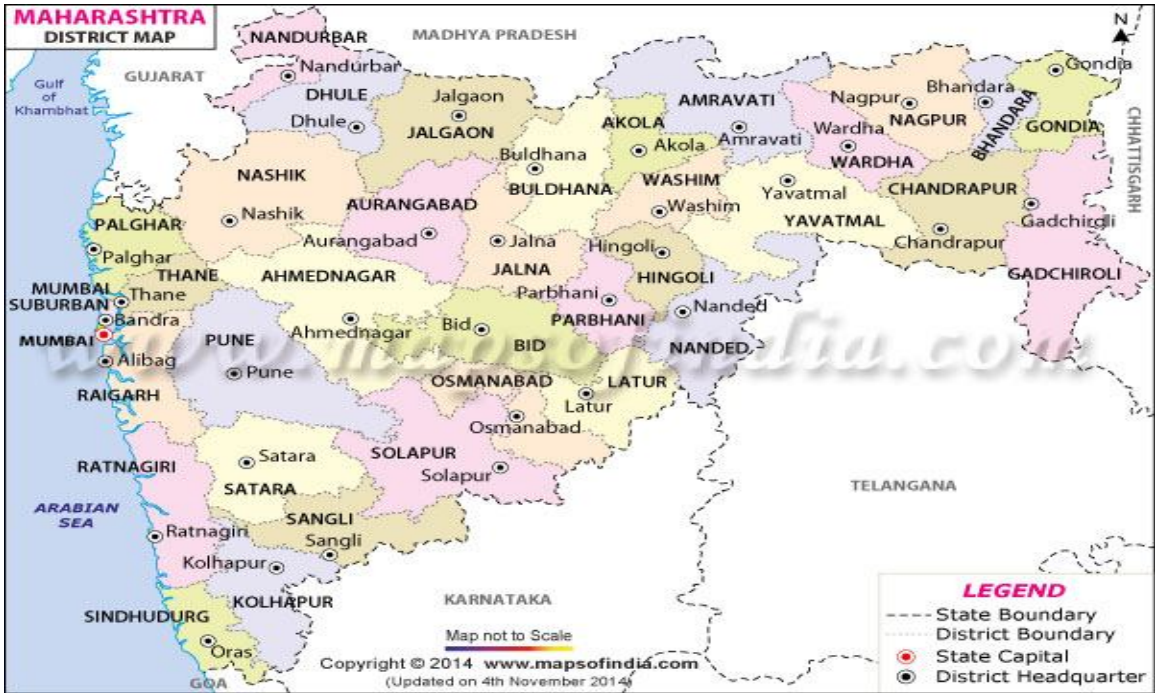

Plate 02 (Map of Pune District)

Reach of radio: Antenna of FM on Sinhgadh fort: 98.3, 101,94.3, 91.1, 93.5 FM bands. Its reach is 75 to 125 KMS. Community ch.: FM FTTI & Vidyavahini (90.8, 107.4 FM bands).its reach is 10-15 KMS aroundPune

Plate 03 (Pune city Map)

Plate 04: Sinhgadh Fort: Showing Fm antenna Transmitters

Source: https://www.google.co.in/Fcommons.wikimedia Highest point in Pune district Elevation: 1,312 m (4,304 ft), Coordinates: 18°21′56.39″N 73°45′18.97″E.

CHAPTER – IV

RESEARCH METHODOLOGY

4.1 Introduction

Research defined in various ways, Godwin Colibao says that "In the broadest sense of word, research includes gathering of data, information, and facts for advancement of knowledge."

John W. Creswell states that "research is process of steps used to collect and analyze information to increase understanding of topic issues." Consists three steps 1) Create a question 2) Collect data to answer the question and 3) Present answer to the question. Research, simply stated, is an attempt to arrive to answers to intellectual and practical problems through the applications of scientific methods to the knowledgeable universe. The scientific methods and procedures have been evolved and developed to increase vastly the likelihood that a class of questions, viz., 'What?' 'How?' and to limited extent 'Why?' concerning the experiential phenomena are successfully answered.46

On the other hand Marketing Research is a systematic inquiry that provides information to guide marketing decisions. More specifically, as expanded by the American Marketing Association (AMA), marketing research is a process of determining, acquiring, analyzing and synthesizing, and disseminating relevant marketing data, information, and insights to decision makers in ways that mobilize the organization to take appropriate marketing actions that, in turn, maximize business performance.

"Marketing explore is the process or set of the processes which are connected with the producers, customers and end users to the marketer through information" Information second-hand to identify and define opportunities in market and state problems; used for evolution actions, understand marketing processes and monitor performance.47

Marketing research mix has 4Ps 1) Purpose 2) Population 3) Procedure and 4) Publication these Ps are designed sequentially to match with main phase. The current research is exploratory business research and conducted to clarify ambiguous problems.

4.2 Significance of research:

In this study characteristics of different type of consumers in Pune and its buying actions related to purchasing household equipment for the house are studied. Products are groups in to three groups such as advanced stage, middle stage and low stage, Stereo interaction occurs at all levels in between individuals and products which are exchanged in spot industry.

Domestic equipment for the house fulfill basic needs, such as light to see, fresh air to breathing, food to eat, water to drink and protection to secure from atmosphere these equipment for the house have different groups for different customers in industry. Prices and quality of household equipment for the house are different related to types of customers in industry.

Advertising is at the top side of providing the proper concept to clients and prospective buyers. The objective of promotion is to persuade clients that an organization's items or solutions are the best, enhance the image of the organization, factor out and make a need for items or solutions, illustrate new uses for established items, declare new items and programs, strengthen the salespeople's individual information, draw clients to the business, and to keep existing customers.

Stereo radio (FM) advertising is used by variety of suppliers. Advantages are the relatively low costs, its value as a method for car motorists and bikers, its ability to use segmentation, its rather short lead time and its wide reach.

The title of the study is: "Impact of radio advertising on buying behavior of consumers for domestic home appliances in Pune city."

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46 Kothari, C. R. 'Research methodology methods & techniques.' 2nd revised edition.

47Schindler, Pamela S and Donald R Cooper. 'Marketing research, Concepts &Cases'. New York: McGraw-Hill, 2006.

4.3 Research process

Series of actions systematically and effectively carried out sequencing is developed and designed stepwise in research process study.

a. Rational of study

The present study aims at studying the A level (Pune) city for domestic home appliances and expectations of customers. Create awareness about the various advertisements and appeals by various Medias around them. Types of radio channels working around the Pune city their advertisement approach, popular programs and listeners studied in this study. Coverage of programs, area covered by the radio stations and the distributors of domestic home appliances and their exposure area to inner, outer, and old Pune city.

b. Statement of the Problem

In competitive world, there are many problems in marketing of goods. Some problems are solved by the Manufacturer, Wholesalers, retailers or the authorized agent but lot of the problems has not perfect solutions. With privatization of Radio stations lot of channels are entered into various cities in India. Metropolitan cities are ahead FM channels but cities such as Pune, Nagpur, and Hyderabad considered 'A' level or second level metropolitan cities. Home appliances companies such as LG, Philips, Samsung, Sansui, Videocon, RAM cooler, Symphony, Electrolux and Sony opened lot of shops directly or via distributors. The main motto of the players of home appliance is make their product popular in market with which increases their sale around targeted area.

The researcher proposes to undertake a study to examine the bearing of Radio (FM) Advertisements on listeners in and around Pune city. As a result the proposed study introduces the issues related to the effect of advertising aimed at listeners.

1. How does an advertisement create awareness in consumers?

2. Is FM Radio an effective way to aware, educate, and empower customer?

3. Are the advertisements typically aimed at consumers and content is proper, effective and target oriented?

4. Does advertising encourage a more fussily attitudes of customers and present an accurate theme of the plan, schemes, rights and empowerment?

5. Is FM advertisement is an appropriate medium for promotion of Domestic home appliances and attract to the consumers in Pune city?

6. Do FM advertisements build perceptions in the mind of consumers?

7. Does consumer awareness and perception affect their buying behavior related to domestic home appliances?

8. What is level of awareness of consumers regarding FM channels, advertisements and domestic home appliances?

9. Do they consider FM advertisement as one of the options of better promotion mix in Pune city?

c. Scope of the Study

1) As Information Technology (IT) professionals are in and around Pune including another industrial professional**.** The study data will be helpful in developing proper management policy for user related characteristics of customers and its buying actions in purchasing household equipment for the house. Scope of the size acknowledge about consumers in Pune city around Pune means who living outer to the Pune city.

2) Domestic home appliances such as consumer electronics entertaining device (T V), kitchen devices such as refrigerator, mixer, A.C, and helping hand to the women is washing machine taken for study,

3) The study of Successes of radio advertising campaign require that certain fundamental pieces of information about the product or service, customers and business be clearly understood by everyone involved in effort. Sales, marketing customer services and the radio advertising agency should have the change to provide input from their perspective, and all of these groups should be operating with same set of complete information.

4) The use of Radio by retailers has gone up in recent years. Number of peoples travelling in car's and company vehicles at that time entertainment is done with the help of Radio (FM channels).

5) In Pune city 5 FM channels are reaching to the listeners for entertainment and these are private program running channels out of which 101 FM vividh Bharati is run under Government of India but work for private advertiser in all the cities in the India.

When you are listening to radio, you are personally involved in, your mind is working. This is because mind Pictures the piece of information being communicated. In television it is like spoon feeding."Good radio on the other hand simulates the mind, one good word or carefully crafted and delivered, phrase erupts into a thousand of pictures, emotions and feelings to pay more attention to immerse them in the experience; due to this now a day's well created and designed advertisements affect on sale of domestic home appliances.

d) Importance of the study

1) This study keeps eye on huge advancement in nearby domestic home appliances market and get some answers concerning the present situation of the domestic home appliances business.

2) The purpose behind a fixed up development of the business in domestic home appliances and radio advertising in Pune city.

3) Provide driver seat to the domestic home appliances in area of the promotion mix.

4) Now a day's print media, TV media, billboard media has high cost than the radio advertisements penetrate information about various stations in Pune.

5) When computer related professionals, car travelers and the mobile users are heavy in the city then automatically Radio listeners have increased. All professionals are keeping them away from the video/TV devices.

6) Pune has large Sub-Urban area and its expansion due to IT and industries in large progress due to these homes are easily sold out from the builders and requirement of brown shiny goods increased in domestic Home appliances increases.

7) Slum area size in Pune is going to large since previous 10 years but their (peoples) monthly income increases due to availability of non skilled work in Pune city. Study focuses on buying behavior of that type of peoples also in Pune city. They prefer Radio as entertaining device and purchases home appliance for their home utility.

e. Limitations of the study

- The major limitation to this study has been that is limited to the Pune city and connected sub urban only.
- The conclusions are drawn on the basis of limited sample selected for the study purpose.
- Secondly, the sample consists of domestic home appliances (manufactures, wholesalers and retailers) in Pune city.
- Interview for FM channels advertising agents in Pune city. So it is not easy to arrive at specific conclusions applicable to domestic home appliances (manufactures, wholesalers and retailers) in Pune city.
- Interview for FM channels advertising agents in Pune city still by considering common aspect and their problems the researcher draws some conclusions and has made some suggestions.
- Respondents taken into consideration are vehicle travelers, house wives, and mobile users only in Pune city as customers, and proprietors of stores. Interview of limited persons are taken here.
- The study covers only selected domestic appliances viz., mixie, Grinder, Refrigerator, Washing Machine and Television. Other household appliances have been neglected.
- Home appliances brands are not taken into consideration in this study.
- The size of the sample consumers is limited to 300. Considering the time and other factors as constrains.

- Only FM radio channels other than community and MW are taken for study.
- Corporate agents are not ready for Questionnaire they are given information by their web address link.

The Researcher has tried his best to include all aspects of study in this research.

4.4 Objectives of the Study

1. To provide widespread overview of the domestic home appliances provided to its end users in Pune city.
Justification: Consumer communication and persuasion is an essential part of marketing strategy. All companies listen to the consumer voices. In changing economy it is all important to get the customer feedback, having dialogue with them from time to time it is also important in market, for getting essence of consumer communication and to make positive image at home appliances in market require overview of product in home appliances market.

2. To understand the role played by the marketing channels for domestic home appliances in Pune city.
Justification: The main function of the marketing channels is to sale the products. They use different sales models related to the consumer preferences that create effect on the stores. Consumer who attach importance to the purchasing conveniences likely choose house hold appliance from mall or comprehensive markets. Methods of promotion mixture are used by various stores to pay attention by giving better sale and service to the customers in market.

3. To study Radio advertisements (FM Channels) have significant impact on buying behavior of domestic home appliances.
Justification: Advertising is a tool of marketing not only reaches buyers but also reaches those whose opinions or authority counted. Manufacturers, agents, wholesalers, retailers of the goods appeals via advertisement not only to the people who intended to purchase home appliances but also intend to general public via radio ads to increase reach of the Product.

4. To study audience preference for various FM channels and its effect on sell of domestic home appliances on consumers.
Justification: 1) FM advertising campaign 2) advertising agencies 3) Target audiences,4) special programs on FM,3)seasonal advertisements of home appliances. 5) Listeners of channels. These main components are essentials of the above objective.

5. To study the preference of potential consumers towards specific channels of FM Radio and its effect on buying behavior.
Justification: listeners are converted to the customers and these costumers buy that product or keep faith on Product Company then it is called as consumer. Some of the brands are very famous by advertisement such as Washing Powder NIRMA.

4.5 Hypothesis of the study

Development of working hypothesis is tentative assumptions made in order to draw out and test in logical or empirical consequences. Hypothesis can be testing a concept or it can be developed as a result of study: A testing hypothesis is one that can be tested, meaning you can measure both what is being done (variables) and the outcome. Hypothesis should be very specific and limited to the piece of research in hand because it has to be tested.

H0: Radio advertisements do not have significant impact on buying behavior of consumers for domestic home appliances.

H1: Radio advertisements have significant impact on buying behavior for domestic home appliances.

H0: The preference of potential consumers towards a specific FM radio broadcasting channel has no significant effect on their buying behavior.

H2: The preference of potential consumers towards a specific radio broadcasting channel has significant effect on their buying behavior.

4.6 Preparing Research Design

Research design for topic "IMPACT OF RADIO ADVERTISING ON BUYING BEHAVIOUR OF CONSUMERS FOR DOMESTIC HOME APPLIANCES IN PUNE CITY" has been studied by adopting the methodology as summarized below.

In view of the objectives of the study mentioned above, it was decided that the study should cover Pune city. The sample so selected belonging to consumers for domestic home appliances in Pune city.

- Obtain the information
- Organize these in order as per reason lead
- Study as per time constraint
- Concentrate on required skill and communicate with staff

a) The Research Design

The proposed study based on exploratory research study can also be known as formulate research study. As the research design for the particular study with their basic steps and facial appearance as follow:

- To formulate the problems
- Precise the investigations
- Develop working hypothesis
- Discover ideas and insights
- Consider different aspects
- Survey concern literature
- Analyze imitation
- Solve the problem under study

b) Determining Sample design

A complete record of all the items in the population is known census inquiry. It can be accepted that in such an inquiry when all the items are covered no element of chance is left and highest accuracy is obtained. When bias of enquiry are increases and observations increases then accuracy going to be high in the project. Hence the researcher must decide the way of selecting a sample or what is popularly known as the sample design in other words a sample design is a definite plan determined before any data are actually collected for obtaining a sample from given population.

The universe or population of the current study in Pune City and Suburban area, domestic home appliances and FM radio promotion mix in Pune city considered.

Pune city distribution

Table-4.1: Zone distribution of Pune city

	Zone	Pune City Distribution
Pune City	Old City	The 17 Peths (burroughs, formerly markets or settlements) of Pune
	New City – Inner	Shivajinagar, Deccan Gymkhana, Erandawane, Kothrud, Prabhat Road, and Law College Road in the west; Camp, Bund Garden, and Koregaon Park in the east; Swargate, Parvati Hill, Sahakarnagar, Bibvewadi, Mukund Nagar, Maharshi Nagar, Gultekdi, and Salisbury Park to the south.

	New City – Outer	Khadki, Aundh and Ganeshkhind in the northwest; and Paud Road in the west; Dattawadi, Anandnagar, and Sahakarnagar in the southwest; Lullanagar in the southeast; Yerwada, Wadgaon Sheri, Chandan Nagar, Kalyani Nagar, and Shastri Nagar, in the northeast; Vishrantwadi in the north; Ghorpadi, Fatimanagar, Wanowrie, and Hadapsar South to the east.
Suburban around Pune city	Inner outer Suburbs	Mahalunge, Sus, Bavdhan Budrukh, Kirkatwadi, Pisoli, Lohegaon, Kondhwe Dhavde, Kopare, Nande, Uttam Nagar, Khadakwasla, Sadesatra Nali, Manjri, Narhe, Shivane, Ambegaon Khurd, Undri, Dhayari, Ambegaon Budruk, Urali Devachi, Mantarwadi, Holkarwadi, Authade (Handewadi), Wadachiwadi, Shiwalewadi, Phursungi, and Yeolewadi and Mahalunge, Sus, Bavdhan Budrukh, Kirkatwadi, Pisoli, Lohegaon, Kondhwe Dhavde, Kopare, Nande, Uttam Nagar, Khadakwasla, Sadesatra Nali, Manjri, Narhe, Shivane, Ambegaon Khurd, Undri, Dhayari, Ambegaon Budruk, Urali Devachi, Mantarwadi, Holkarwadi, Authade (Handewadi), Wadachiwadi, Shiwalewadi, Phursungi, and Yeolewadi

Source: https: //en.wikipedia.org and primary survey

Above table (4.1) shows Pune city zone distribution and the villages comes under suburban area. Pune suburban area is mixed and total area is considered here as Inner-outer suburban area. Pune is known as IT city as well as an industrial city. Major peoples are living somewhere in suburban area or in inner city area and travelling for their job from one end to other end of the city. So majorly researcher contacted those are traveling by their own car or company buses or CAB. Ideas it that , during his/her travel time major people are listen music by way of radio, cell phone or somehow other electronic gadgets.

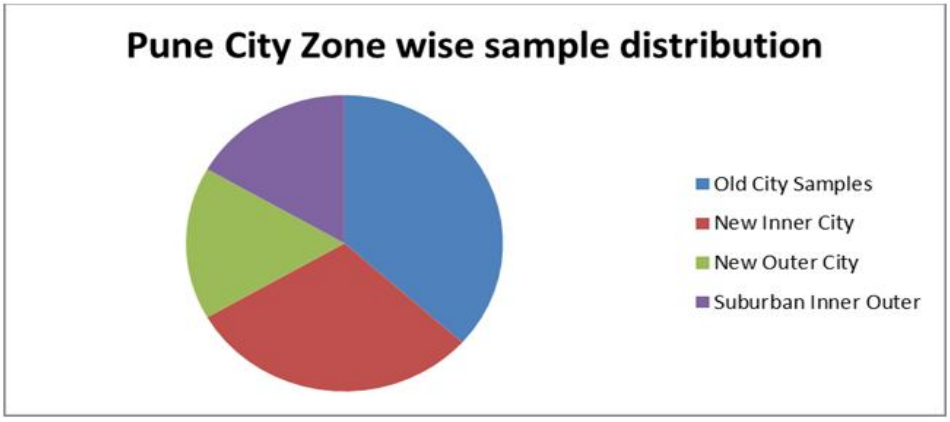
Considering this fact, researcher taken sample sizes as collected from different regions in Pune city & suburban area expanded around new and old pune city as follow: these regions are distributed as Old City, New Inner City, New Outer City, and Suburban Inner Outer.

Table No-4.2: Pune City Zone wise sample distribution

Zones	No. of total samples 900	Selected Samples
Old City	330	110
New Inner City	270	90
New Outer City	150	50
Suburban Inner Outer	150	50
Total	900	300

Source: Primary Data

PIE chart 4.1



Source: Primary Data

Above table(4.2 and pie chart) shows sample collection from the Pune city distributed as old, new, outer, suburban area but maximum home appliances distributor stores and show rooms in Inner Pune ,old Pune due to this extra samples are taken.

Collection of Data
As regards methodological aspect of the study, survey method has been followed from primary as well as secondary sources.

The present study is based on primary data and secondary data:

A) Primary Data
Primary data is collected through discussion, personal interview and structured questionnaires. The personal interviews with domestic home appliances (manufactures, wholesalers and retailers) in Pune city,) Interview for FM channels advertising agents in Pune city.

- Questionnaire method: Elements are taken in to consideration;

1) Proprietors of stores (10 samples in different region of Pune city)

2)Listeners of FM channels, high level customers(175 samples),middle level customers(85 samples),low level customers(40 samples) collected from different regions in Pune city.

Questionnaire: - Structured questionnaires prepared for proprietors of stores and Listeners of FM channels and information was obtained from them.

Interviews: - Personal interviews were taken domestic home appliances (manufactures, wholesalers and retailers) in Pune city, Interview for FM channels advertising agents in Pune city.

Observations: - Analysis has been made from the information obtained from seminars, Conferences.

B) Secondary Data
Secondary data will be collected through various published sources i.e. reference books, journals, newspapers, reports, records available with this market.

c. The Sample design and size
Demographics
As per the 2011 Census of India estimate, the population of the Pune urban agglomeration is 6,226,959. The population of Pune on May 19, 2014 is approximately 8,242,142. (Extrapolated from a population of 3,337,481 on July 31, 2009 and a population of 6,115,431 on September 30, 2012.)]

According to recent estimates, Growth of Population in Pune is 12% every year. This includes the towns of Khadki, Pimpri-Chinchwad and Dehu. Growth in the software and education sectors has led to an influx of skilled labour from across India. The population of the urban agglomeration was estimated to be around 4,485,000 in 2005.The migrating population rose from 43,900 in 2001 to 88,200 in 2005. According to the Pune Municipal Corporation, 40% of the population lived in slums in 2001. The sharp increase in censorial decade of 1991–2001 can be attributed to the absorption of 38 fringe villages into the city. Average literacy rate of Pune in 2011 were 86.15 compared to 80.45 of 2001.

Sample Calculation
Population : 8,242,142

Out of this 32.4 % of user are of making use of computer/laptopn. i.e.2670454

So actual population consider for sample calculation is 2670454
Confidence level – 95%

Confidence interval – 3

Then **Sample size is : 1067**

Stratified and /or random sampling method shall be employed to select samples.

Justification of sampling method
The random sampling method being more suitable will be followed.

Criteria of sample selection:For the purpose of the present study the researcher shall consider the following classes of respondents: proprietors of stores and Listeners of FM channels, domestic home appliances (wholesalers and retailers) in Pune city.

Sr. No	Level of income	Sample size considered	Type of respondent	Actual respondent
1	High	400	Radio Channel listeners	175
2	Middle	300	Radio Channel listeners	85
3	Low	200	Radio Channel listeners	40
	total	900		300

Sample also considered in the following manner:

Income group	Sample size
high level	175
middle level	85
low level	40

e) Statistical tools

About SPSS

SPSS Statistics is a software package used for statistical analysis.

The software name stands for Statistical Package for the Social Sciences (SPSS), reflecting the original market, although the software is now popular in other fields as well, including the health sciences and marketing.

SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. The original SPSS manual (Nie, Bent & Hull, 1970) has been described as one of "sociology's most influential books" for allowing ordinary researchers to do their own statistical analysis.In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the datafile) are features of the base software.

We have used Statistics included in the base software:

Descriptive statistics: Cross tabulation, Frequencies, Descriptive, Explore,

Bivariate statistics: Means,

STATISTICAL TOOLS

Statistical tools like Percentages, ANOVA, ‘t’ test, Karl Pearson’s correlation co-efficient and factor analysis have been used for analysis in the study.

ANOVA

ANOVA test is used by the researcher to find the significant differences existing among the three or more sample groups in relation to a variable. The total variance in a set of data is divided into variation within groups and variation between groups. The ANOVA technique is based on the concept of sum of squared deviations from a mean. Corresponding to the total variance and its two components, we have the total sum of squares (SS), between groups sum of squares (SSb), within groups of squares (SSw) is obtained by combining the sum squares i.e., the squared deviations of every raw score from its sample mean. The formula used is

SSw = ∑d2 + ∑d2 + ∑d2 + ∑d2 + ∑d2 + …… ∑d2 1 2 3 4 5 n

Where d = a deviation of every raw score of a category from its sample mean. The between groups sum of squares (SSb)is by calculating the difference between each sample mean and the total mean. The squared difference is multiplied by the sample size in the concerned category and these quantities. The formula is SSb = ∑[(x-x1) 2 ×n] Where, X = any sample mean X1= the total mean n = the number of scores in any

sample SSb = the between groups sum of squares 25 The total sum of squares (SS1) is equal to a sum of within and between groups sum of squares. SS1 = SSb + SSw

Karl Pearson's Correlation Co-efficient

Correlation analysis is a statistical tool which helps to identify the direction of relationship among two variables. When two variables move in the same direction, their association is termed as positive correlation. If they move in the opposite direction, their association is termed as negative correlation. The most common measure of correlation is the Karl Pearson co-efficient of correlation (r). The formula used is: r = Where, r = the Pearson's correlation co-efficient N = total number of pairs of x and y X = raw score on the x variable Y = raw score on the y variable.

Factor Analysis

Factor Analysis is called the queen of analytical methods. Factor analysis is based on the fundamental assumption that some underlying or latent factors which are smaller in number than the number of observed variables, are responsible for the co variation among the observed variables. Thus a certain correspondence exists between the underlying factors and observed variables. The mathematical properties of the correspondence are such that one causal system of factors leads to a unique correlation system of observed variables, but not vice versa. The correlation coefficient is used as a measure of interrelationship (association) among the variables 26 and those between the subsets. A factor analytical approach is used to address whether these observed correlations could be explained to the existence of a small number of hypothetical variables. Simply, it is a method for extracting common factor variances from sets of measures. Principal component analysis method with vary-max rotation had been selected since it is an approach to factor analysis that considers the total variance in the date and also enhances interpretability. Principal component analysis is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for using subsequent multivariate analysis. Vary-max procedure is an orthogonal method of factor rotation that minimizes the number of variables with high loadings on a factor thereby enhancing the interpretability of the factors.

4.7 Scope for Further Research

While considering the limitations of the existing study, the researcher proposes the following scope for the further study:

1. Statistical model can be developed and can be further be refined to predict the purchase outcome of consumers through satisfaction index.
2. A similar kind of study can be conducted in urban parts of the country where reach of radio is better and penetration of domestic home appliances is better to get more insight into the subject.
3. Researcher suggests that a similar kind of study can be taken-up in respect of different dimensions like brand, on electronic goods, real estate business, and specific brand/product/company orientation.
4. Private players in FM stations are entered since newly in market but actual penetration and promotional strategies till not decided can work on the proper schedule of penetration.
5. Researcher can studied on single component means one FM channels one promotional item and lot more customers this type of study required for branding of items.
6. Investigator can study the advertising element of channels only and can study on their behavior of attraction of advertiser.

There is very big scope to design and develop the research on the radio programs, advertising strategies, marketing segments and can join with listeners as well as element which is targeted by the devices.

CHAPTER - V

DATA ANALYSIS AND INTERPRETATION

"Data analysis is the process of bringing order, structure and meaning to the mass of collected data. It is a messy, ambiguous, time consuming, creative, and fascinating process. It does not proceed in a linear fashion; it is not neat. Data analysis is a search for answers about relationships among categories of data."- Marshall and Ross man, 1990:111

Hitchcock and Hughes take this one step further: "…the ways in which the researcher moves from a description of what is the case to an explanation of why what is the case is the case."- Hitchcock and Hughes 1995:295

1 INTRODUCTION

In this Chapter, researcher had discussed the research design and methodology, origin of the research, design of the research, variable of the research, population and sample of the research, tools for data collection, procedure for data collection, statistical analysis done in research work. Data analysis is considered to be important step and heart of the research in research work.

In the beginning the data is raw in nature but after it is arranged in a certain format or a meaningful order this raw data takes the form of the information. The most critical and essential supporting pillars of the research are the analysis and the interpretation of the data. With the help of the interpretation step one is able to achieve a conclusion from the set of the gathered data. Interpretation has two major aspects namely establishing continuity in the research through linking the results of a given study with those of another and the establishment of some relationship with the collected data. Interpretation can be defined as the device through which the factors, which seem to explain what has been observed by the researcher in the course of the

Presentations, Analysis and Interpretation of Data 300 study, can be better understood. Interpretation provides a theoretical conception which can serve as a guide for the further research work.

Interpretation of the data has become a very important and essential process, mainly because of some of the following factors –

1. Enables the researcher to have an in depth knowledge about the abstract principle behind his own findings.

2. The researcher is able to understand his findings and the reasons behind their existence.

3. More understanding and knowledge can be obtained with the help of the further research.

4. Provides a very good guidance in the studies relating to the research work.

On keeping the above information in mind an attempt has been made by the researcher to analysis and interprets the results on the basis of collected data. The results have been accessible in this chapter.

Pune city is known as IT city as well as an industrial city. Major peoples are living somewhere and travelling for their job from one end to other end of the city. So majorly researcher contacted those are traveling by their own car or company buses or CAB. Ideas it that , during his/her travel time major people are listen music by way of radio, cell phone or somehow other electronic gadgets.

Considering this fact, researcher taken sample sizes as collected from different regions in Pune city & suburban area expanded around new and old pune city as follow: these regions are distributed as Old City, New Inner City, New Outer City, and Suburban Inner Outer.

Socio-Economic Profile of the Respondents

The demographic variables namely age; gender, education, occupation and monthly income are the most widely employed in market segmentation. The socio economic profile of the respondents is presented in table 5.1.

Table No-5.1: Distribution of Respondents

Sr.No	Variables	Types	No of respondents (n:300)	Percentage
	Age in years	Up to 25	30	10
		25 to 50	230	77

1		Above 50	40	13
2	Genders	Male	130	43.33
		Female	170	56.67
3	Marital Status	Married	230	77
		Unmarried	40	13
		Widower/Divorcee	30	10
4	Family Type	Unitary	250	83.34
		Joint	50	16.66
5	Educational Qualification	Illiterate	20	6.67
		Below SSC	15	5
		SSC	20	6.67
		HSC	45	15
		UG	80	26.66
		PG	120	40
6	Occupation	Business	57	19
		Employee	146	48.66
		Other (farmers/agent)	97	32.34
7	Family's Annual Income	Less than 50,000	N/A	N/A
		50,001 to 100000	15	5
		1,00,001 to 2,00,000	25	8.33
		2,00,001 to 5,00,000	85	28.33
		5,00,001 to 10,00,000	80	26.67
		More than 10,00,000	95	31.67

(Source Primary data)

Purchasing perspectives of customers

Above table shows that Majority of the respondents (87per cent) belongs to the age group of 00 year to 50 years & remaining 13% are belongs to more than 50 years. Female respondents constitute 57 per cent and the remaining 43 percent were male. Majority of the respondents (95 per cent) were literate. Most of the respondents (40 per cent) were post graduates, 42 per cent of the respondents were under graduates and below, and 13 per cent of the respondents studied up to school level and remaining six per cent of the respondents were with skill oriented and technical education but they are considered here as illiterate. Most of the respondents were belongs to employee (49 per cent) and 19 per cent were relates to business,32 per cent of the respondents were in profession and remaining seven per cent were home maker and unemployed. Most of the respondents (55per cent) were in the income group with having monthly income between.15,001-90,000, 14 per cent of the respondents between.5,001-15000, and 31 per cent of the respondents with monthly income of more than 100000 these are known as high income group.

Classification of Respondents Based on Purchase Decision of Home Appliances

Different people play different role to make a specific purchase. The classification of the respondents based on purchase behavior of home appliances is given in table 5.2.

It can be noted from table 5.2 that all of the respondents were involved in purchase of home appliances. The respondents gathered information about home appliances from many sources 40 per cent of the respondents were aware of home appliances through television & radio, 40 per cent of the respondents got the information about home appliances from print media.20 percent respondents collect information from friends and relatives and information from sales person as others.

Table-5.2: Respondents Purchasing Home Appliances

Variables	Types	No of respondents	Percentage
Home appliances Advertise modes	Print media	125	41.67
	Radio(audio)	65	21.67
	TV	55	18.33
	Others	55	18.33

Purchasing Points	Dealers	50	16.67
	Company outlets	70	23.33
	Retailers /shop	60	20
	Online	70	23.33
	Other	50	16.67
Mode of purchase	Cash	95	31.67
	Credit cards	75	25
	Installments	75	25
	Other	55	18.33

Source: Primary Data

Interpretation

It can be noted from table 5.2 that all of the respondents were involved in purchase of home appliances. The respondents gathered information about home appliances from many sources 60% of respondents were aware of home appliances through TV & radio ,20% of respondents got information about home appliances from print media,18 % respondents collect information from friends & relatives & information from sales person.

The classification of respondents based on source of purchase shows that 40 per cent of the respondents bought home appliances from shops, 15 per cent of the respondents purchased through dealers out let and 25 per cent of the respondents from company outlets. 40 percent purchased on online basis where as 15 percentages is second hand offer base purchasing of domestic home appliances. Purchase of home appliances on credit basis is quite popular among 60 per cent of the respondents and another 35 per cent of the respondents were purchased in cash basis. Of the credit purchase, 25 per cent of the respondents were purchased on the basis of installment and 15 percent of the respondents used hire purchase system.

Home appliances already purchased

Home appliances already purchased by the owner shows in following table. Source of purchasing and impact by the advertising and mouth publicity or information got from neighbors show in another topples. The consumer durable goods serve different purposes namely comfort, convenience, time -saving and ultimately the standard of living. Yesterday's luxuries and becoming today's necessaries where in marketers of these products thrive. The various home appliances owned by the respondents are given in table 5.3.

Table-5.3: Consumers of home appliances

Products/home Appliances	Respondents BY (Aud./video) Advertise	Percentage	Respondents By(local& Other publicity)	Percentage
• Refrigerator/TV	• 130	• 65	• 50	• 25
• Air conditioners	• 30	• 15	• 40	• 20
• Washing Machine	• 60	• 30	• 50	• 25
• Dish washers	• 20	• 10	• 20	• 10
• Mixer	• 100	• 50	• 60	• 30
• Micro ovens	• 30	• 50	• 20	• 10
• Heater and boilers	• 100	• 50	• 100	• 50
• Fans				
• Surv./ camera	• 90	• 45	• 60	• 30
• Audio/video app.	• 40	• 20	• 20	• 10
• Other(cooker,iron,chimneys)	• 100	• 50	• 80	• 40
Etc.)	• 150	• 75	• 50	• 25

Source: Primary Data

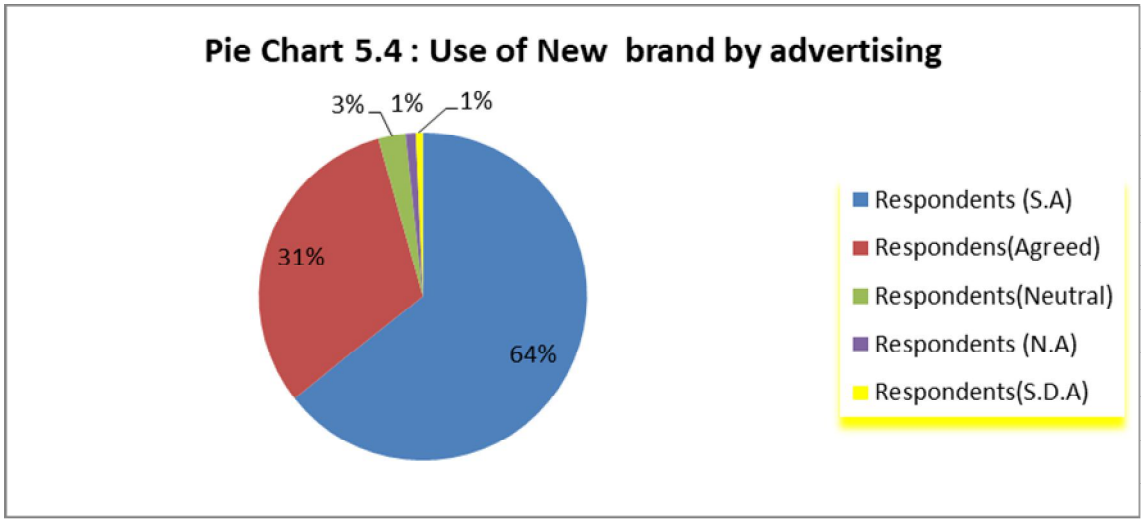
Interpretation

Table 5.3 shows two types of distributions impact on purchasing by radio and TV advertize and other publicity elements such as balloon, hoardings, local led displays, print media etc. some of purchaser depending on the suggestions by pre purchasers. High value domestic appliances are also impacted by the audio video advertisement announcements. Machines like A.C., dish washer, cameras have low impact by audio video ads.

Conclusion

Table shows idea about previously purchased & newly purchased some domestic home appliances. Depending on type of home & classification related to the income consumer purchase the home appliances. As per consumer durable rules consumer prepared to change to their appliances after 5 to 7 years but now a day's related to various facilities added to consumers durables home appliances are regularly changed by customers in market.

Table No. 5.4: Use of new brand by advertising				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly agree	193	64.3	64.3	64.3
Agree	94	31.3	31.3	95.7
Neutral	8	2.7	2.7	98.3
Disagree	3	1.0	1.0	99.3
Strongly Disagree	2	0.7	0.7	100.0
Total	300	100.0	100.0	



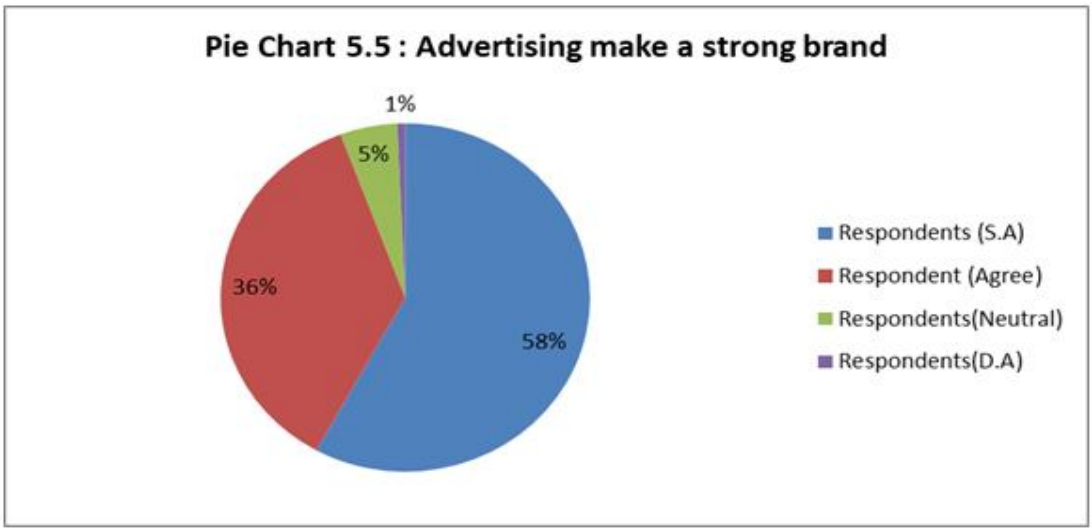
Source : Primary Data

Interpretation: Above table 5.4 & Pie Chart shows that only 287(95.7%) of the respondents fully agreed that they use new brands by its advertising, 8 (2.7%) of respondents are neutral in this case while 5 (1.7%) of the respondents are fully disagreed for the same.

Conclusion

The total number of those who filledup questionnaires will be used as a total sample size. The results are based on the subjects' experiences and not on speculation or what they believe or think, and should therefore be reliable. It is also interesting to note the high number of respondents are fully interested to listen the advertisment and uses the same brand in their daily uses.

Table No. 5.5: Advertising make a strong brand				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	174	58.0	58.0	58.0
Agree	109	36.3	36.3	94.3
Neutral	15	5.0	5.0	99.3
Disagree	2	0.7	.7	100.0
Total	300	100.0	100.0	



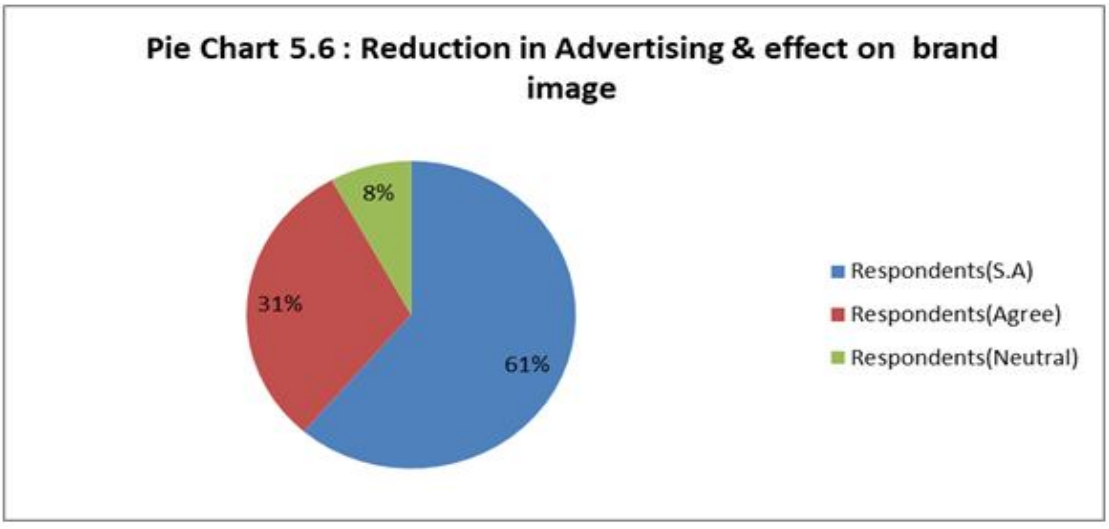
Source: Primary Data

Interpretation: Above table 5.5 & Pie Chart shows that among the total respondent 283 (94.3%) of respondent are agreed (Strongly Agree + Agree) that they thought advertising make a strong brand, 15 (5%) of respondent are neutral while 2 (0.7) % of respondents are disagreed for the same.

Conclusion

From above data maximum respondents re attached by advertisement.

Table No. 5.6: Reduction in Advertising and effect on brand image				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	184	61.3	61.3	61.3
Agree	92	30.7	30.7	92.0
Neutral	24	8.0	8.0	100.0
Total	300	100.0	100.0	



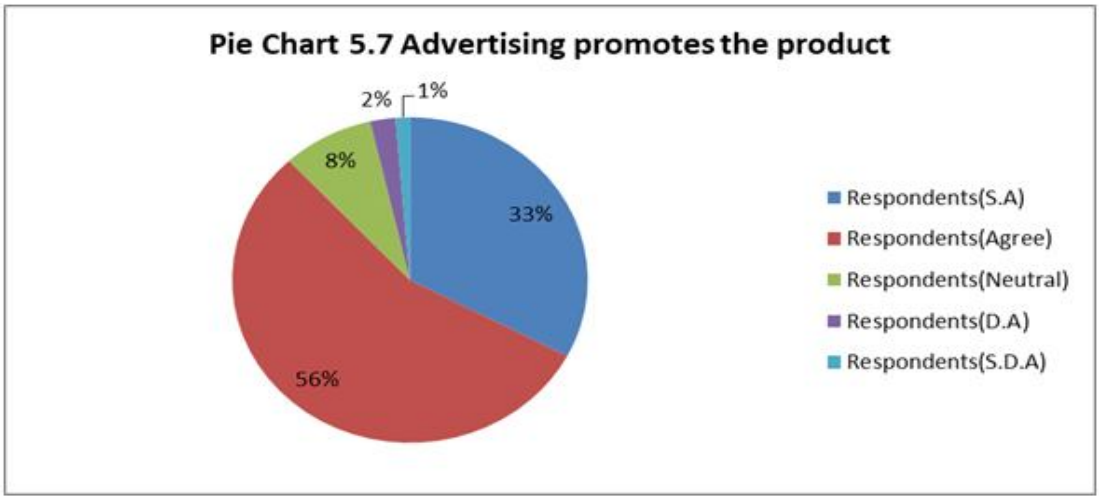
Source: primary data

Interpretation: Above table 5.6 and pie chart shows that, among the total respondent 276 (92%) of respondent are agreed that they thought Reduction in Advertising does effect on brand image while 24(8%) of respondent are neutral.

Conclusion

Maximum respondents are agreed that advertising effects on brand image & reduction in advertisement affects on brand image.

Table No-5.7: Advertising promotes the product				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	98	32.7	32.7	32.7
Agree	166	55.3	55.3	88.0
Neutral	25	8.3	8.3	96.3
Disagree	7	2.3	2.3	98.7
Strongly Disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	



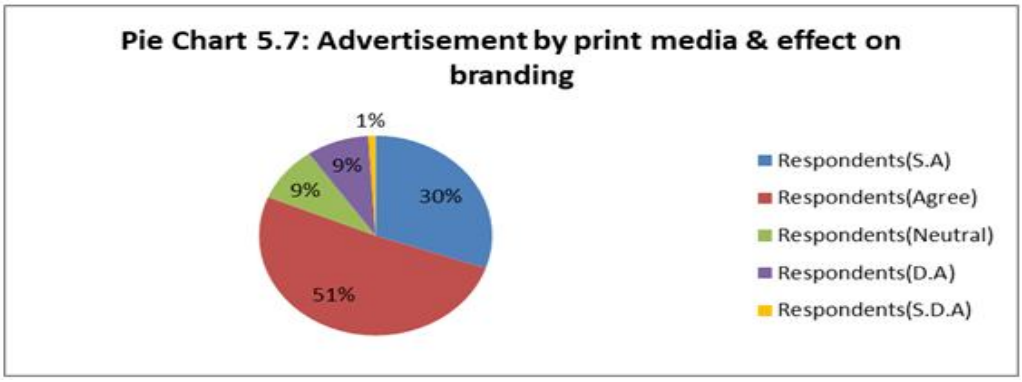
Source: Primary Data

Interpretation: Above table 5.7 and Pie Chart shows among the total respondent, 264(88%) of respondent are fully agreed that they thought advertising promotes the product, 25(8.3%) of respondent are neutral while 11(3.3%) of respondents are disagreed for the same.

Conclusion

Researcher includes (From table 5.7) that advertising promotes product, 88% respondents are agreed on statements.

Table No-5.8: Advertisement by print media & effect on branding				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	91	30.3	30.3	30.3
Agree	153	51.0	51.0	81.3
Neutral	27	9.0	9.0	90.3
Disagree	26	8.7	8.7	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	



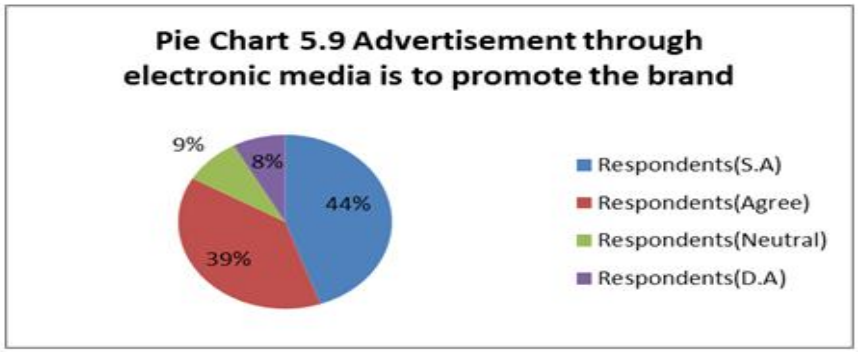
Source: Primary data

Interpretation: Above Table 5.7 and Pie Chart shows among the total respondent, 244(81.3%) of respondent are fully agreed that they thought Advertisement through print media is best option for promote the brand, 27(9%) of respondent are neutral while 29(8.7%) of respondents are fully disagreed for the same.

Conclusion

A mass media advertisement attracts to the respondents & they promote the brand of product in well manner.

Table No-5.9: Advertisement through electronic media is to promote the brand				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	134	44.7	44.7	44.7
Agree	116	38.7	38.7	83.3
Neutral	26	8.7	8.7	92.0
Disagree	24	8.0	8.0	100.0
Total	300	100.0	100.0	



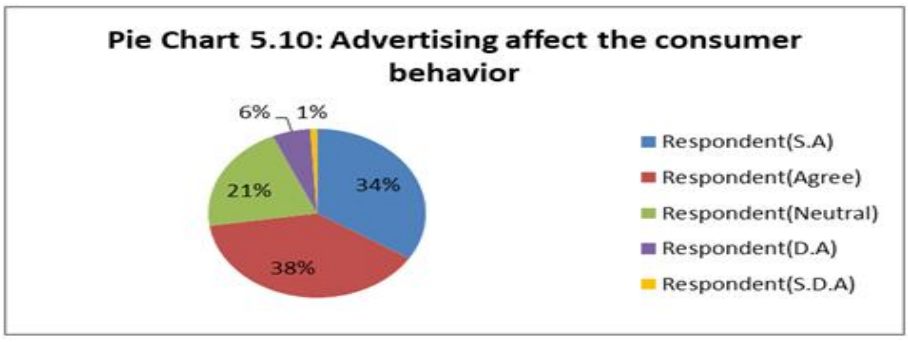
Source : Primary Data

Interpretation: Above table 5.9 & Pie Chart shows that among the total respondent, 250(83.3%) of respondent are fully agreed that they thought Advertisement through electronic media is best option for promote the brand, 26(8.7%) of respondent are neutral while 24 (8%) of respondents are fully disagreed for the same.

Conclusion

More 80% respondents are agreed on the effect of electronic media where e_media is the radio internet,TV etc.

Table No-5.10: Advertising affect the consumer behavior				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	102	34.0	34.0	34.0
Agree	116	38.7	38.7	72.7
Neutral	62	20.7	20.7	93.3
Disagree	17	5.7	5.7	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	



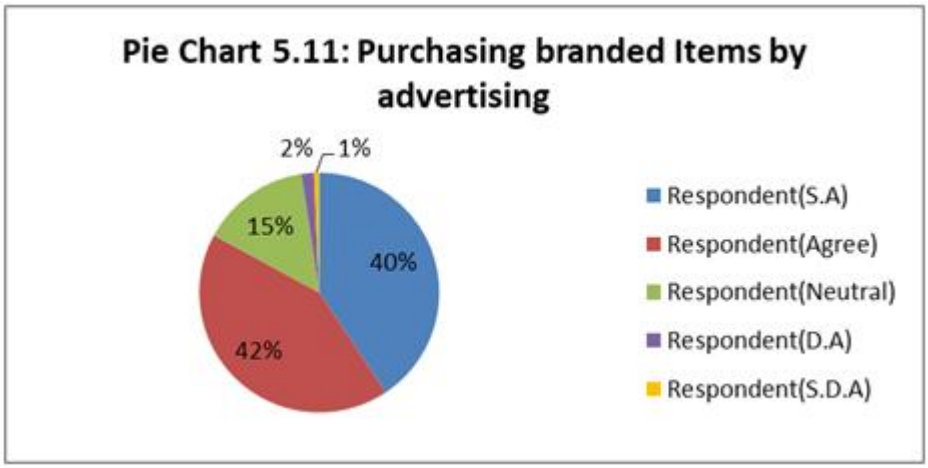
Primary Data

Interpretation: Above table 5.10 & Pie Chart shows that among the total respondent 218(72.7%) of respondent are fully agreed that they thought Advertising affect the consumer behavior,62(20.7%) of respondent are neutral while 20 (6.7%) of respondents are fully disagreed for the same.

Conclusion

Table shows advertising & its impact on behavior of consumer & more than 70% are says that advertising effects on the consumers behavior.

Table No-5.11: Purchasing branded Items by advertising				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	122	40.7	40.7	40.7
Agree	127	42.3	42.3	83.0
Neutral	44	14.7	14.7	97.7
Disagree	5	1.7	1.7	99.3
Strongly Disagree	2	.7	.7	100.0
Total	300	100.0	100.0	



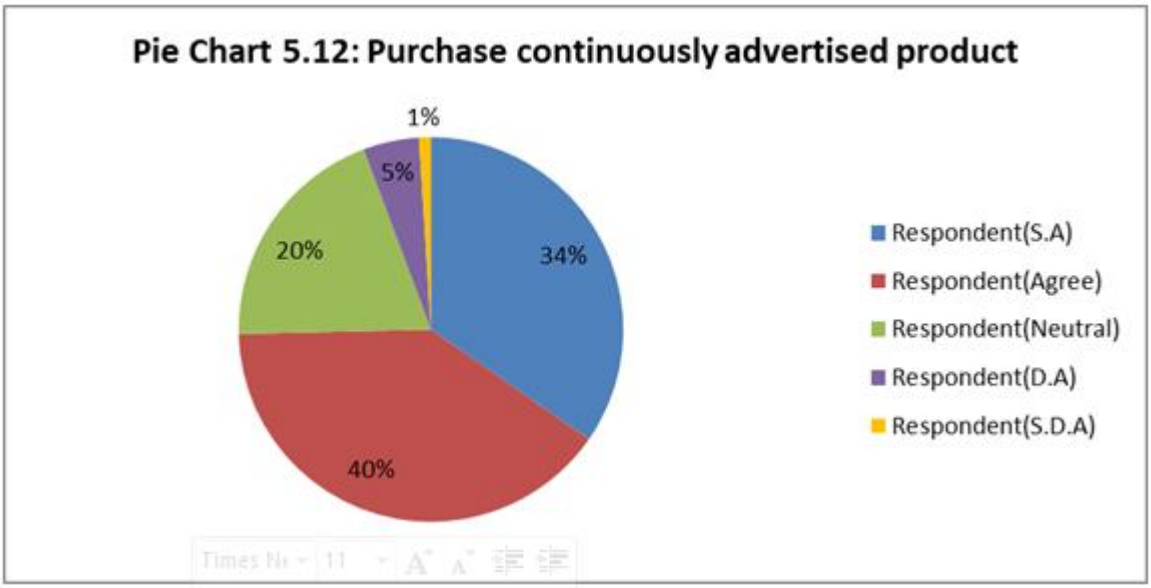
Source: Primary Data

Interpretation: Above table 5.11 & chart shows among the total respondent, 249(83%) of respondent are fully agreed that they give importance in purchasing any brand through advertising, 44(14.7%) of respondent are neutral while 7 (2.4%) of respondents are fully disagreed for the same.

Conclusion

Respondents agreed on the product purchasing by the advertisement & result shows that more than 80% respondents agreed on the same.

Table No-5.12: Purchase continuously advertised product				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	104	34.7	34.7	34.7
Agree	120	40.0	40.0	74.7
Neutral	59	19.7	19.7	94.3
Disagree	14	4.7	4.7	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	



Source :Primary Data

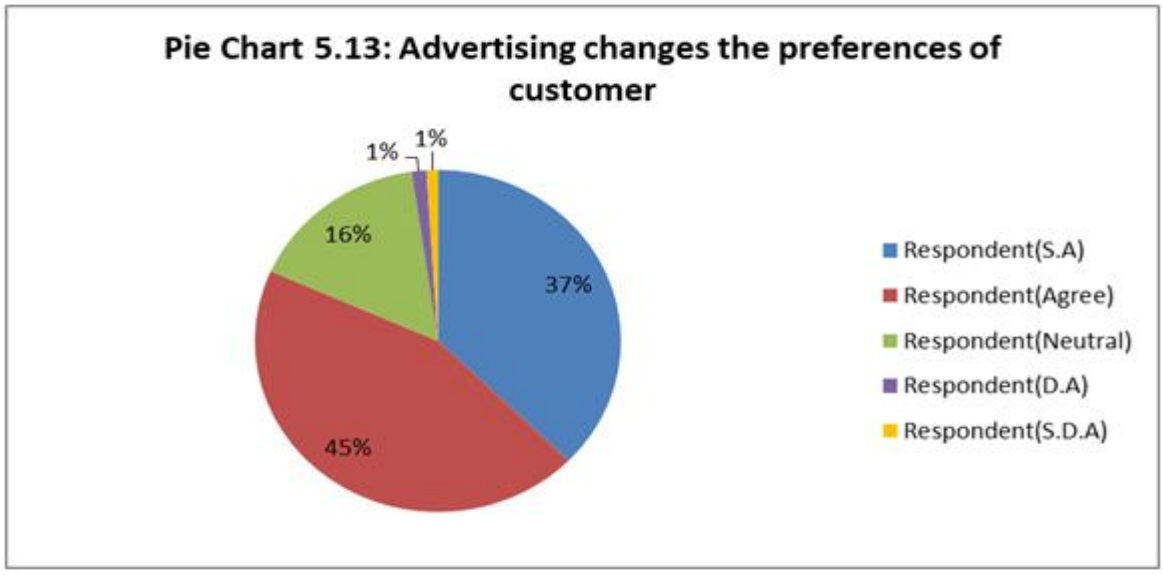
Interpretation: Above table & chart shows among the total respondent, 224 (74.7%) of respondent are agreed that they mostly purchase continuously advertised product, 59(19.7%) of respondent are neutral while 17 (5.7%) of respondents are fully disagreed for the same.

Conclusion

As per study of understanding respondent mind, respondents prefer program & preferences are given in in table RJ announcements, song announcement & penetration of product advertisement have strong preferences to listen and purchased advertise FM channel products.

Table No-5.13: Advertising changes the preferences of customer

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	112	37.3	37.3	37.3
Agree	133	44.3	44.3	81.7
Neutral	48	16.0	16.0	97.7
Disagree	4	1.3	1.3	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	



Source :Primary Data

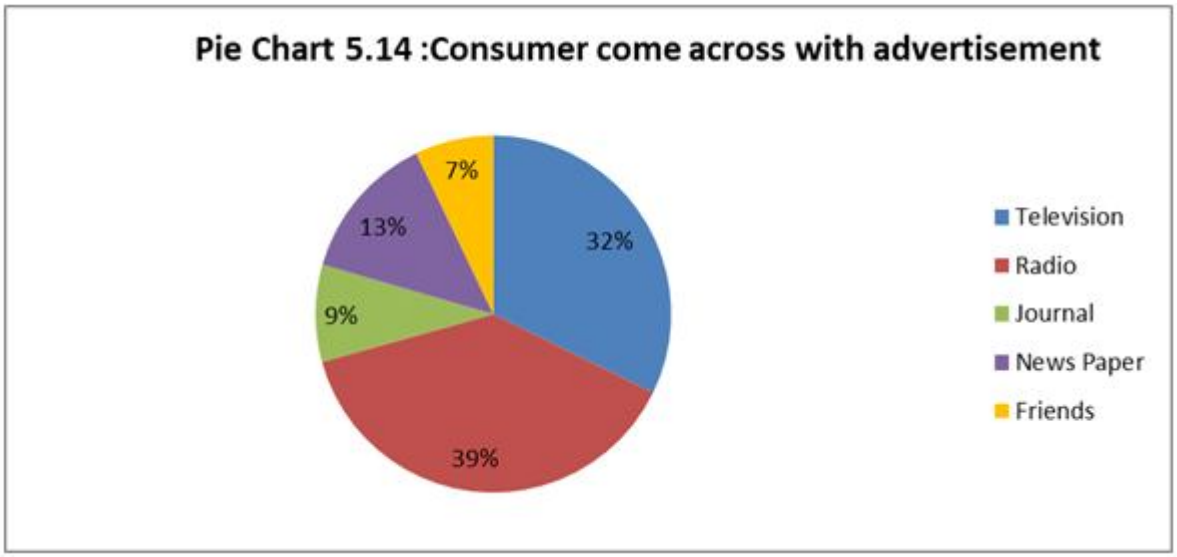
Interpretation: Above table & chart shows among the total respondent, 245(81.7%) of respondent are fully agreed that they are agreed advertising changes the preferences of customer, 48(16%) of respondent are neutral while 7(2.3%) of respondents are fully disagreed for the same.

Conclusion

Tables and interpretations declare that advertising changes preferences of customers and creates awareness at the time of buying products.

Understanding product information (Product awareness)

Table No-5.14: Consumer come across advertisement				
Consumers	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Television	99	33.0	33.0	33.0
Radio	118	39.3	39.3	72.3
Journal	27	9.0	9.0	81.3
News Paper	34	11.3	11.3	92.7
Friends	22	7.3	7.3	100.0
Total	300	100.0	100.0	



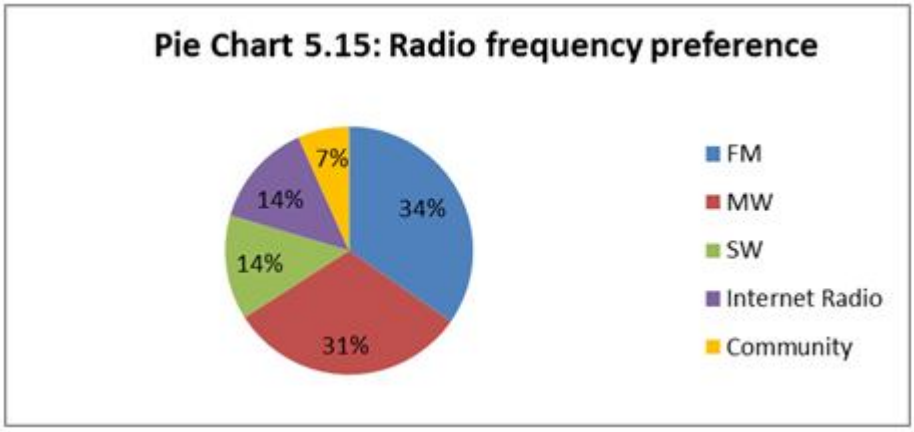
Source: Pimary Data

Interpretation: Above table 5.14 and pie chart shows among the total respondent 33% of respondent come across through television, 39.3% of respondents come across radio , 9% of respondents come across by journal, 11.3% of respondents referred newspaper while 7.3% of respondents referred by their Friends ,relatives and Peer group or sales person.

Conclusion

As per understanding of products information of 300 samples were listener of FM channels but researchers interested to know that for domestic home appliances purchase which type of advertisement affects of consumer when He/she come across advertisement.

Table No-5.15: Radio frequency preferences				
Respondents For Channels	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
FM	104	34.7	34.7	34.7
MW	94	31.3	31.3	66.0
SW	41	13.7	13.7	79.7
Internet Radio	41	13.7	13.7	93.3
Community	20	6.7	6.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

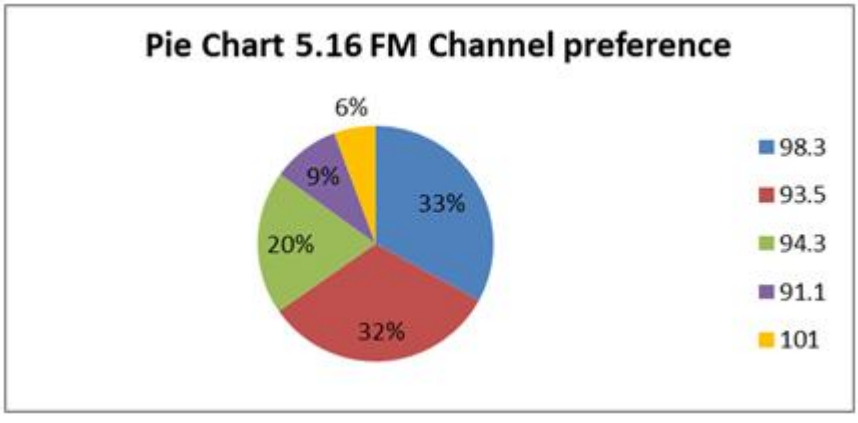
Interpretation: Above table 5.15 and Pie Chart shows Most of the respondents preferred their preferred radio frequency as 34.3% of respondents preferred FM channel , 31.3% of respondents preferred MW, 13.7% of respondents preferred SW , 13.7% of respondents preferred Internet Radio, while 6.7% of respondents preferred Community e.g. Akashwani Pune Station, or Vidyavahini.

Conclusion

From where consumer got the information about the product was important part in a study here different audio station were taken for the study. Maximum listener are radio listener as per consider with FM channels remaining radio channels were preferred by the respondents gathering product information.

Table No-5.16: FM Channel preference in Pune

FM Channels Preferences	Frequency	Percent	Valid Percent	Cumulative Percent
98.3	99	33.0	33.0	33.0
93.5	97	32.3	32.3	65.3
94.3	59	19.7	19.7	85.0
91.1	28	9.3	9.3	94.3
101	17	5.7	5.7	100.0
Total	300	100.0	100.0	



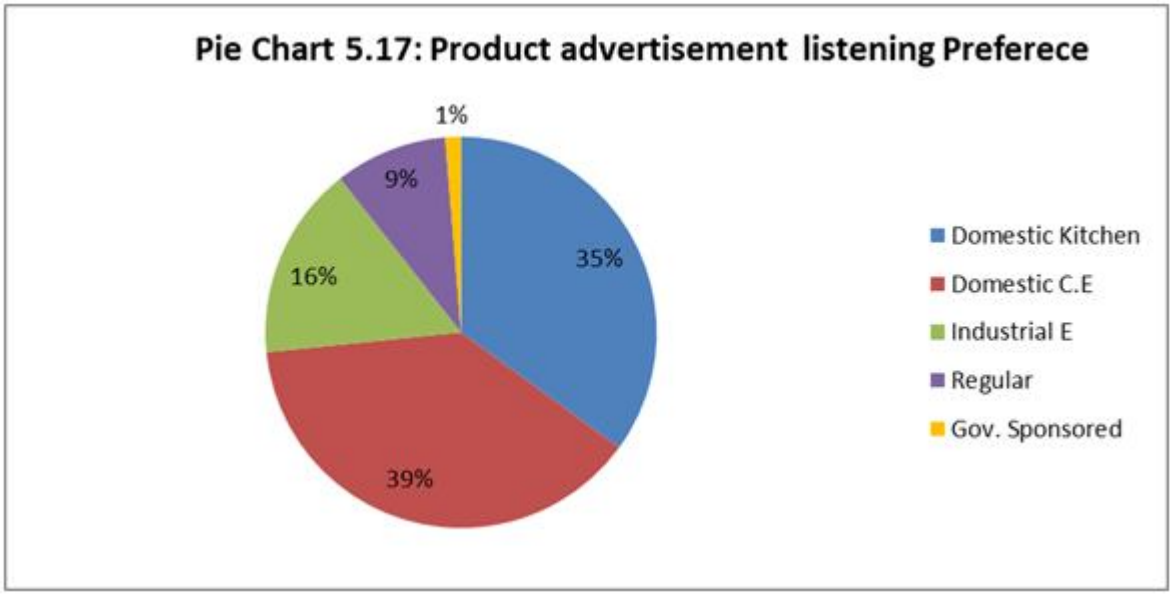
Source: Primary Data

Interpretation: Above table 5.16 and Pie Chart shows that among the respondents, 33% of respondents gives preference to 98.3 FM, 32.3% of respondents gives preference to 93.5 FM, 19.7 % of respondents gives preference to 94.3 FM, 9.3 % of respondents gives preference to 91.1 FM while 5.7% of respondents gives preference to 101 FM.

Conclusion

As per primary study of primary data & secondary data till 2015 98.3 have higher preference in audiences and 93.5 is the main compotator of radio Mirchi due to this preference for channels were high.

Table No-5.17: Product advertisement listening preference				
Product Preference	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Domestic Kitchen	105	35.0	35.0	35.0
Domestic C.E	115	38.3	38.3	73.3
Industrial E	48	16.0	16.0	89.3
Regular	28	9.3	9.3	98.7
Gov. Sponsored	4	1.3	1.3	100.0
Total	300	100.0	100.0	



Source: Primary Data

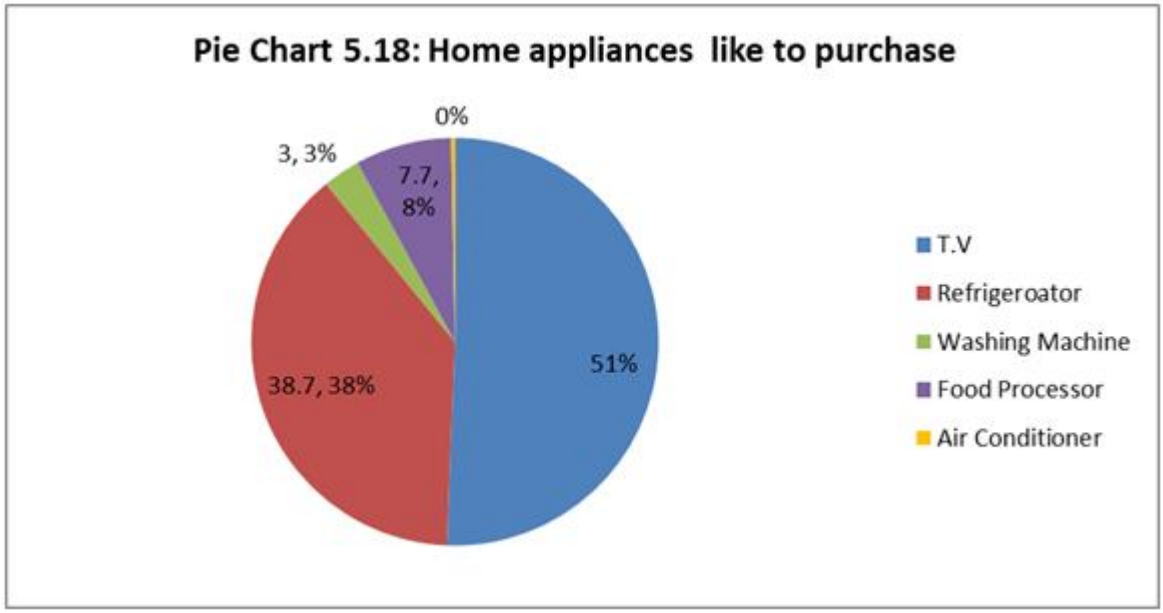
Interpretation: Among the respondent, 35% of respondents listen Domestic Kitchen **product advertisement** (Mixer, Cooker, etc.)**, 38.3**% of respondents listen Consumer Electro. Home appliances (T.V,DVD, etc.) , 16% of respondents listen Industrial product advertisement (Forbes Cleaner, washer, etc.) , 9.3% of respondents listen regular advertisements , while 1.3 % of respondents listen government sponsored advertisement.

It shows that major respondents are listening home appliance product advertisement,

Conclusion

As per understanding product information by the advertisements home appliances such as kitchen appliances (Mixer, Food processer), Domestic consumer appliances such as entertaining devices(TV,DVD), Industrial appliances for cleaning, washing regular home appliances cooker, stove were taken into the consideration for the study.

Table No. 5.18: Home appliances like to Purchase				
Home Appliances	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
T.V	153	51.0	51.0	51.0
Refrigerator	116	38.7	38.7	89.7
Washing Machine	23	7.7	7.7	97.3
Food Processor	7	2.3	2.3	99.7
Air Conditioner	1	0.3	0.3	100.0
Total	300	100.0	100.0	



Source: Primary Data

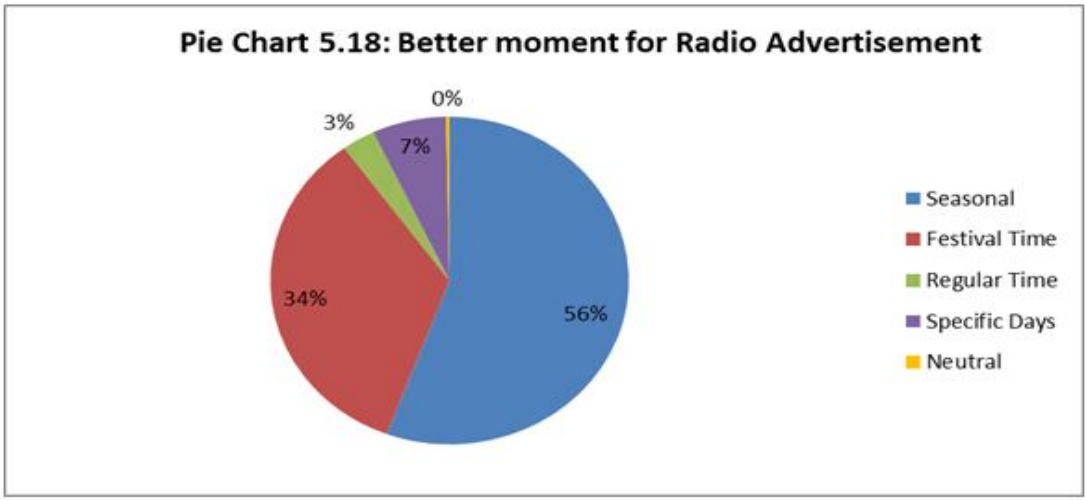
From total number of respondents, 51% of listener responds to TV Purchase, 38.7% % of listener responds to Refrigerator purchase, 7.7 % of listener responds to Washing machine purchase, 2.3% of listener responds to Food Processor purchase while 0.3% of listener responds to Air Conditioner purchase.

Conclusion

As per advertise product maximum respondents were prefer 89% consumption of TV, and refrigerators by its advertisement, washing machine, AC and food processers have low consumption because its advertisements are not frequently produce by manufacturing companies and high income listeners whose income is more than 10 Lakh Ruppies are the passive replier of products.

Table No. 5.19:Better moment for Radio advertisement

Better Days	Frequency	Percent	Valid Percent	Cumulative Percent
Seasonal	167	55.7	55.7	55.7
Festival Time	103	34.3	34.3	90.0
Regular Time	9	3.0	3.0	93.0
Specific Days	20	6.7	6.7	99.7
Neutral	1	.3	.3	100.0
Total	300	100.0	100.0	



Source: Primary Data

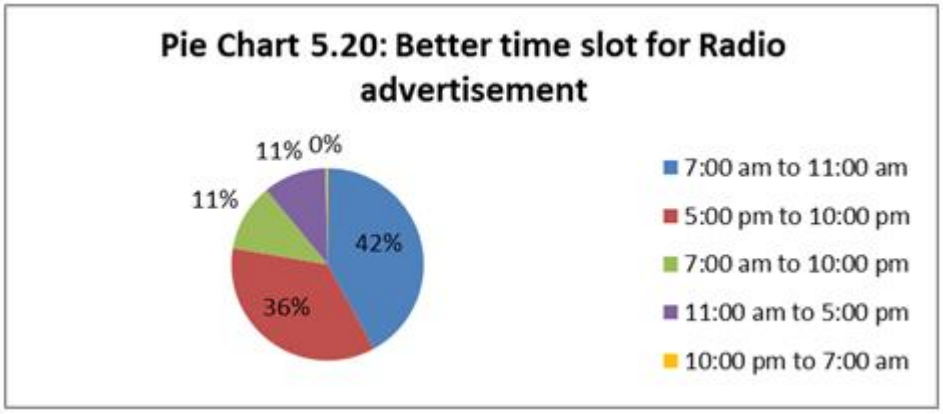
Interpretation: Above table 5.19 and Pie Chart shows that total number of respondents, 55.7% of respondents said for seasonal product have more advertising time of all above products on radio, 34.3% of respondents said for during festival time we found more advertising time of all above products on radio, 3% of respondents said for regular time we found advertising time of all above products on radio, 6.7% of respondents said for specific days we found advertising time of all above products on radio while 0.3% of respondents responses is neutral.

Conclusion

Researchers design the question that which is good time to produce the advertisement on Fm channels, Maximum respondents replies that seasonal and festival time is better to transmit advertisement on domestic home appliances.

Table No. 5.20: Better time slot for Radio advertisement

Better Time Slot for Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
7:00 am to 11:00 am	126	42.0	42.0	42.0
5:00 pm to 10:00 pm	107	35.7	35.7	77.7
7:00 am to 10:00 pm	34	11.3	11.3	89.0
11:00 am to 5:00 pm	32	10.7	10.7	99.7
10:00 pm to 7:00 am	1	.3	.3	100.0
Total	300	100.0	100.0	



Source : Secondary and Primary Data see also table 3.3.1

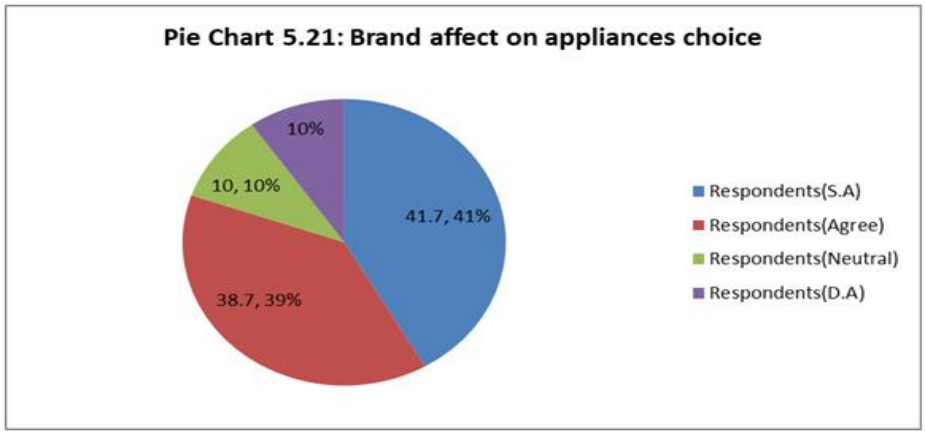
Interpretation: Above table 5.20 and pie chart shows that As per the respondents they found, 42% of respondents found advertisement in prime time between 7:00 am to 10:00 am more, 35.7 % of respondents found advertisement in evening prime time between 5:00 pm to 10:00 pm more, 11.3% of respondents found advertisement in mixed time between 7:00 am to 10:00 pm more while 10.7% of respondents found advertisement in Non Prime between 11:00 am to 5:00 pm.

Conclusion

Researchers observe that morning and evening prime time is better for transmission of advertisements on radio channels. At morning and evening session RJ's are announcing on FM bands in between morning 9:00 am to 11:00 am and evening 6:00 pm to 9:00 pm traffic crowed inner or outer city road car travelers and company travelers have maximum time to listen the radio with traffic update news.

Table No. 5.21: Brand affect on appliances choice

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	125	41.7	41.7	41.7
Agree	116	38.7	38.7	80.3
Neutral	30	10.0	10.0	90.3
Disagree	29	9.7	9.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

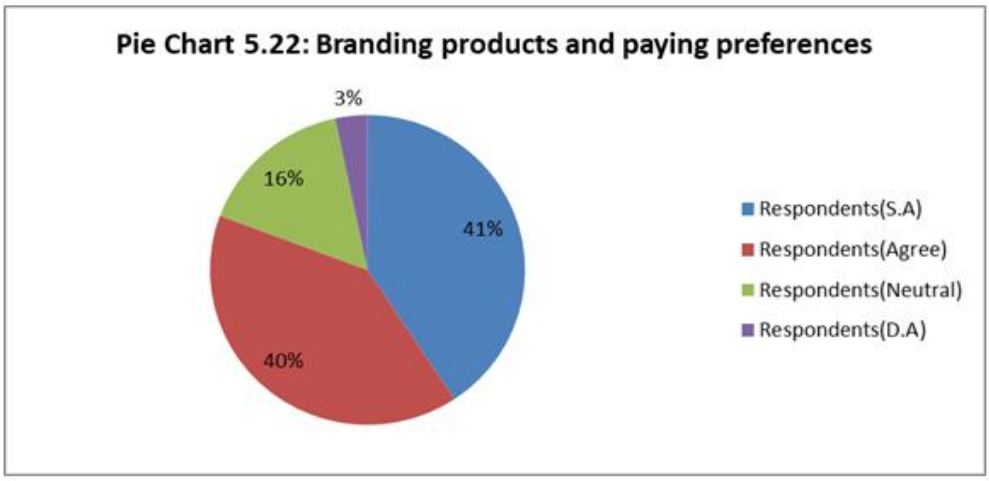
Interpretation: Above table 5.21 and pie chart shows that among the total number of respondents, it found that, 80.3% of respondents are agreed as product brand of appliances affect their choice to buy the product, 10% of respondents are neutral in this case while 9.7% of respondents are disagreed for the same.

Conclusion

Researcher concentrated on FM channel advertisement and domestic home appliances but advertisement promotes the brand. Maximum respondents react in favor effect of brand on purchasing home appliances.

Table No. 5.22: Branding products and paying preferences

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	122	40.7	40.7	40.7
Agree	120	40.0	40.0	80.7
Neutral	48	16.0	16.0	96.7
Disagree	10	3.3	3.3	100.0
Total	300	100.0	100.0	



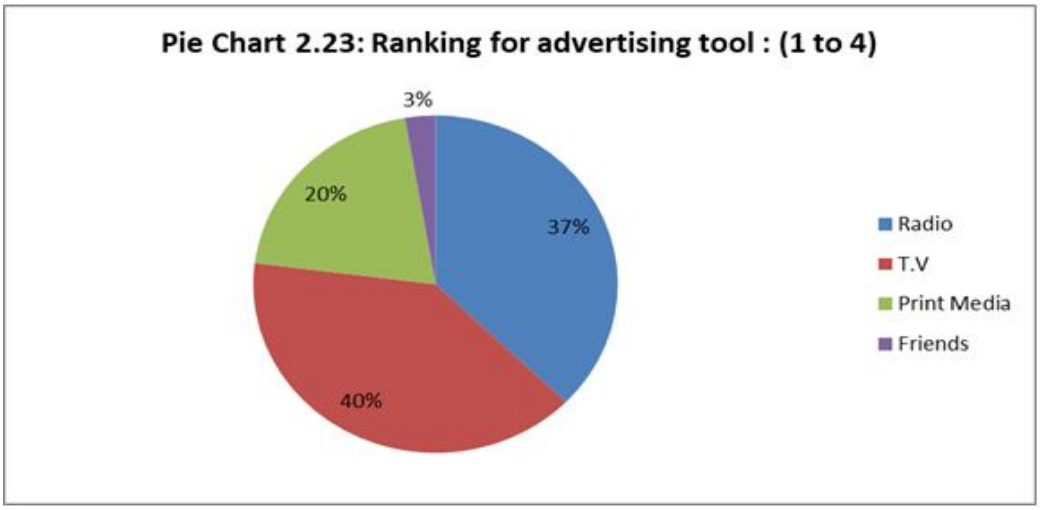
Source: Primary Data

Among the total number of respondents, 80.7% of respondents are agreed to buy brand product means they are ready to pay more amount for those products, 16% of respondents are neutral in this case while 3.3% of respondents are disagreed for the purchase of the brand product.

Conclusion

This question concentrated on paying preference of respondents related to branded and non brand product maximum branded mafuctures are advertised and more than 80% respondents are ready to pay more for branded products.

Table No. 5.23: Ranking for advertising tool : (1 to 4)				
Attraction of respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Radio	112	37.3	37.3	37.3
T.V	119	39.7	39.7	77.0
Print Media	61	20.3	20.3	97.3
Friends	8	2.7	2.7	100.0
Total	300	100.0	100.0	



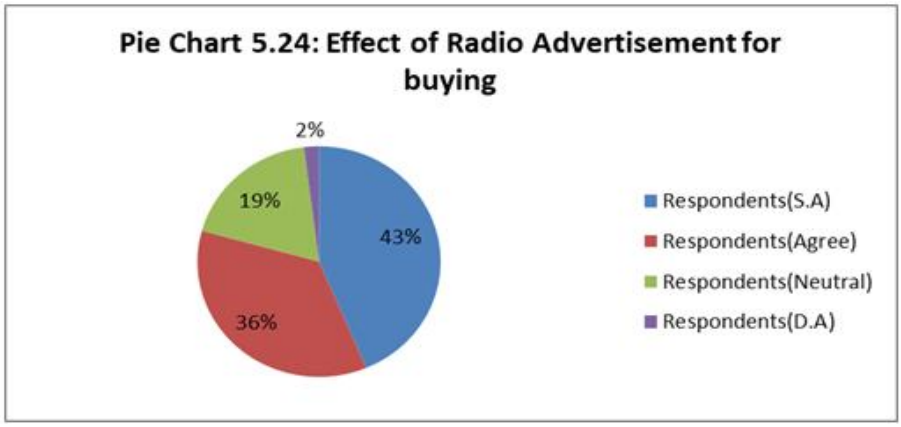
Source: Primary Data

Interpretation: Above table 5.23 and pie chart shows that among the respondents, 37.3 % of respondents given second rank for television , 39.7 % of respondents given first rank for Radio , 20.3 % of respondents given third rank for Print Media/Journal while 2.7 % of respondents given fourth and else not a single respondent responses for rank for Newspaper ,Banners ,Friends ,relatives and Peer group , Sales person.

Conclusion

All respondents are FM channel listeners but as per tool preference maximum respondents prefer to the audio and video tool for advertisement of home appliances.

Table No. 5.24: Effect of Radio Advertisement for buying				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	131	43.7	43.7	43.7
Agree	107	35.7	35.7	79.3
Neutral	56	18.7	18.7	98.0
Disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	



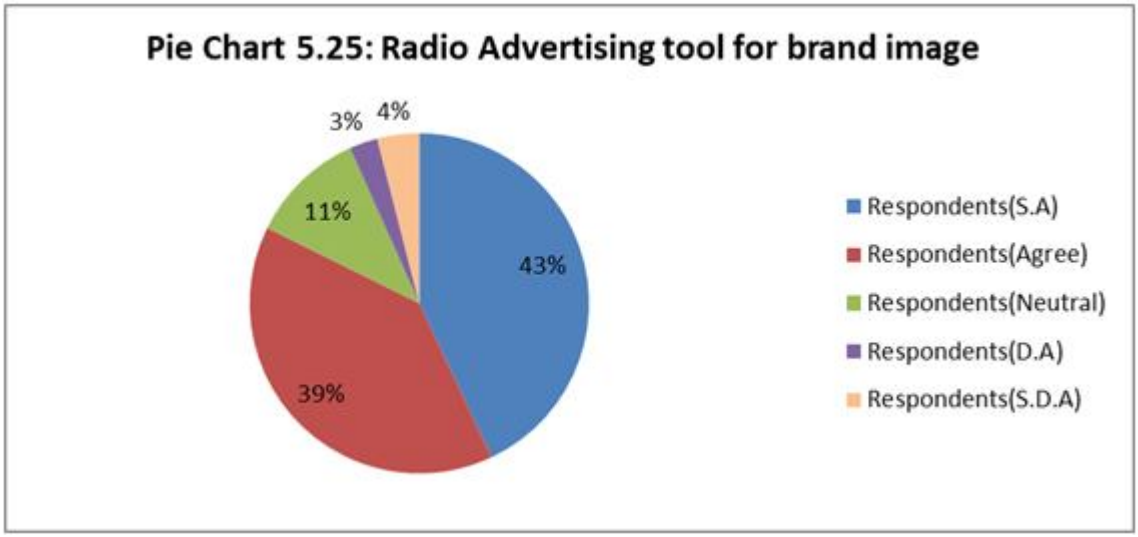
Source: Primary Data

Interpretation: Above table 5.24 and pie chart shows that 79.3% of respondents are agreed as Radio Advertisement encourages them to buy new product, 18.7% of respondent are neutral in this case while 2% of respondents are disagreed with this.

Conclusion

Maximum respondents are agreed on radio advertisements encourage to listeners because different type of advertisement methods are now a days involved in FM channel programs.

Table No. 5.25: Radio Advertising tool for brand image				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	129	43.0	43.0	43.0
Agree	118	39.3	39.3	82.3
Neutral	33	11.0	11.0	93.3
Disagree	8	2.7	2.7	96.0
Strongly Disagree	12	4.0	4.0	100.0
Total	300	100.0	100.0	



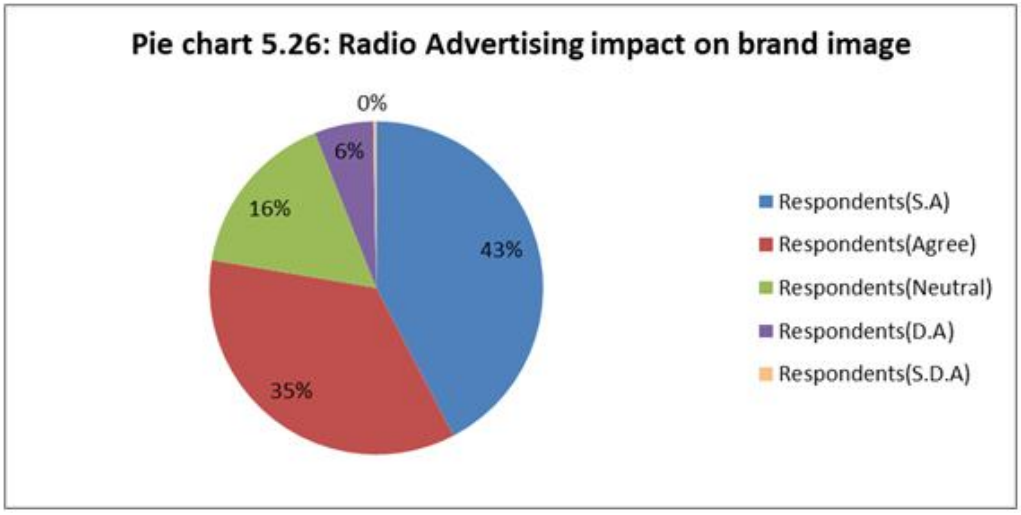
Source: Primary Data

Interpretation: Above table 5.25 and pie chart shows that 82.3% of respondents are agreed as Radio Advertising is main tool to make a strong brand, 11% of respondent are neutral in this case while 6.7% of respondents are disagreed with this.

Conclusion

Above some tables were shows radio advertising is major tool and TV and another advertisement have a second preference but respondents are studied related to the radio advertisement (FM) due to this in this question maximum respondents agreed as radio advertising effects on consumers as major tool.

Table No. 5.26: Radio Advertising impact on brand image				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	127	42.3	42.3	42.3
Agree	106	35.3	35.3	77.7
Neutral	49	16.3	16.3	94.0
Disagree	17	5.7	5.7	99.7
Strongly Disagree	1	.3	.3	100.0
Total	300	100.0	100.0	



Source:Primary Data

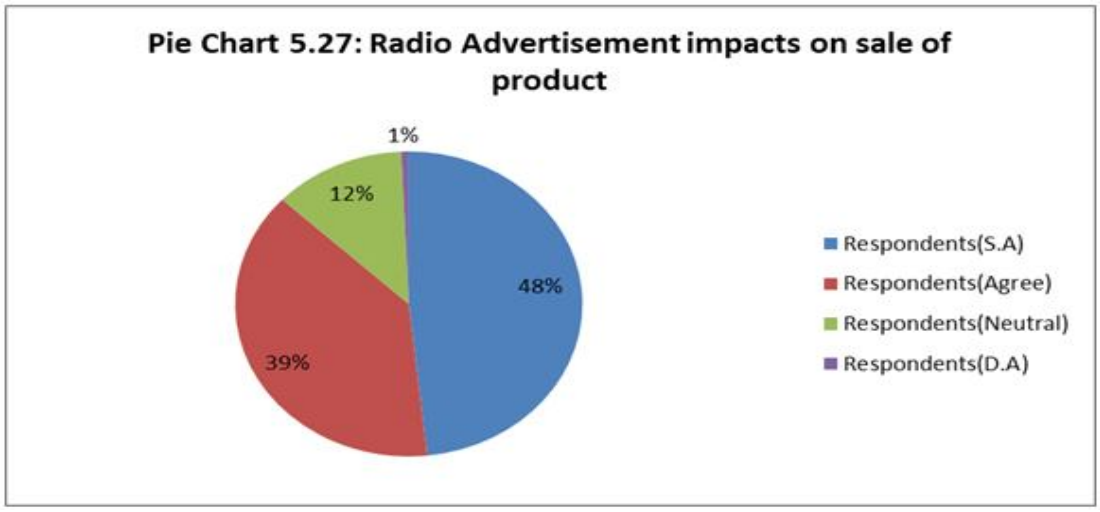
Interpretation: Above table 5.26 and pie chart shows that 77.7% of respondents are agreed as Reduction in Radio Advertising reduce the brand image of product, 16.3% of respondent are neutral in this case while 6% of respondents are disagreed with this.

Conclusion

Researcher studied this question in direction of frequency of radio advertisement Respondents replies that reduction in radio advertisement reduces brand image. In Pune city maximum peoples are uses car, cab, travelers to reach offices, companies. At the time of travelling they are come across FM channels and listens various programs as well as advertisements on receiver.

Table No. 5.27: Radio Advertisement impacts on sale of product

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	145	48.3	48.3	48.3
Agree	116	38.7	38.7	87.0
Neutral	37	12.3	12.3	99.3
Disagree	2	.7	.7	100.0
Total	300	100.0	100.0	



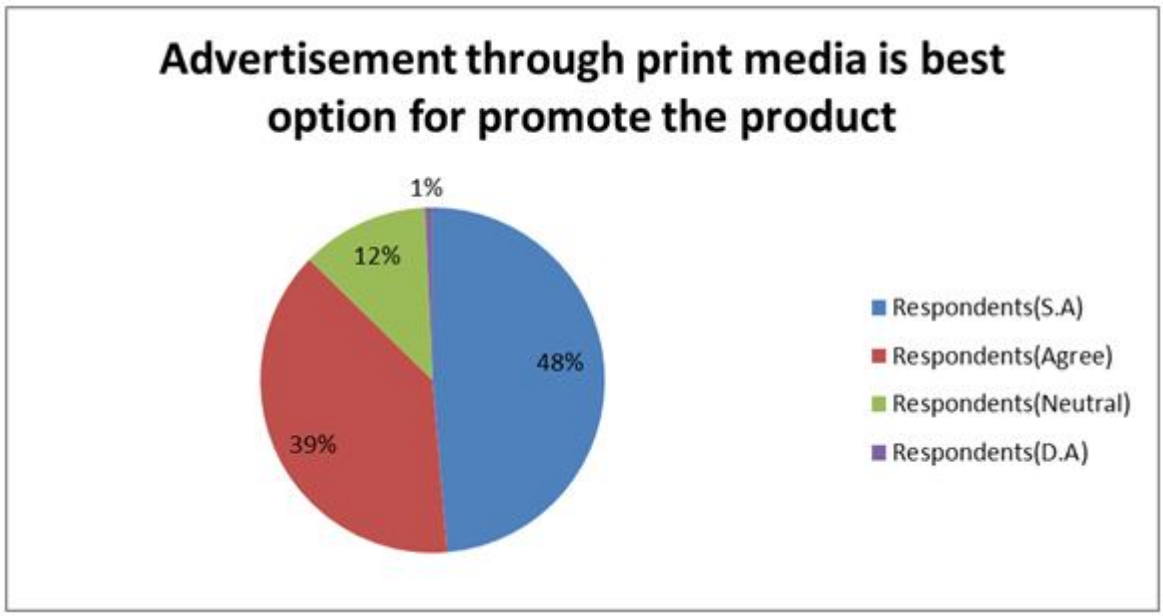
Source: Primary Data

Interpretation: Above table 5.27 and pie chart shows that 87% of respondents are agreed as Radio Advertisement promotes the sales of product, 12.3% of respondent are neutral in this case while 0.7% of respondents are disagreed with this

Conclusion

Researcher visited to various retail stores (Vijay sales, Maharashtra electronics, Croma) their sale agents are also agreed on radio advertisement promotion impact. Table of respondents agreed ad strongly agreed that radio advertisement increases sale of product companies such as LG, Videocon, Akai, Sansui, Symphony advertised their products on FM channels.

Table No. 5.28: Advertisement through print media is best option for promote the product				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	146	48.7	48.7	48.7
Agree	116	38.7	38.7	87.3
Neutral	36	12.0	12.0	99.3
Disagree	2	.7	.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

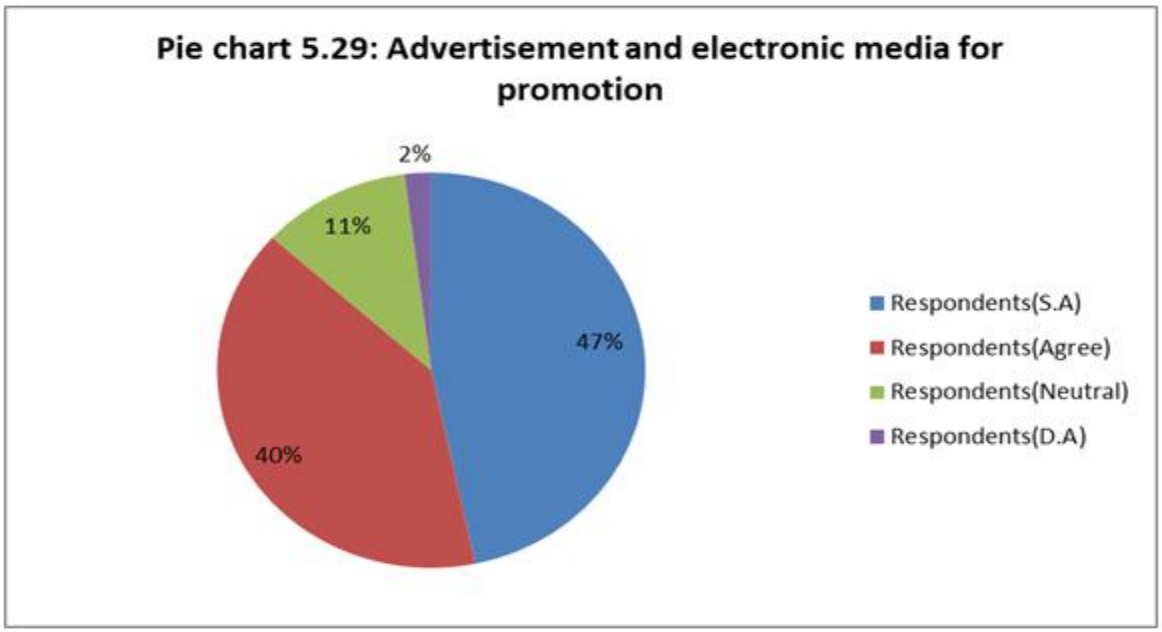
Interpretation: Above table 5.28 & Chart shows that 87.3% of respondents are agreed as Advertisement through print media is best option for promote the product, 12% of respondent are neutral in this case while 0.7% of respondents are disagreed with this. Means this majority of radio listeners are also mentally agreed that rather than radio advertisement, print media is also the best option.

Conclusion

At a time radio reached to lot of the peoples It is effective broadcasting media but now a day's FM channels are available on mobile, IN cars, in house is small FM devices, in Big travelers in stereophonic mode due to this reached to crowd in market.

Table No. 5.29: Advertisement and electronic media for promotion				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	140	46.7	46.7	46.7
Agree	120	40.0	40.0	86.7
Neutral	34	11.3	11.3	98.0
Disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Source: Primary Data



Source : Primary Data

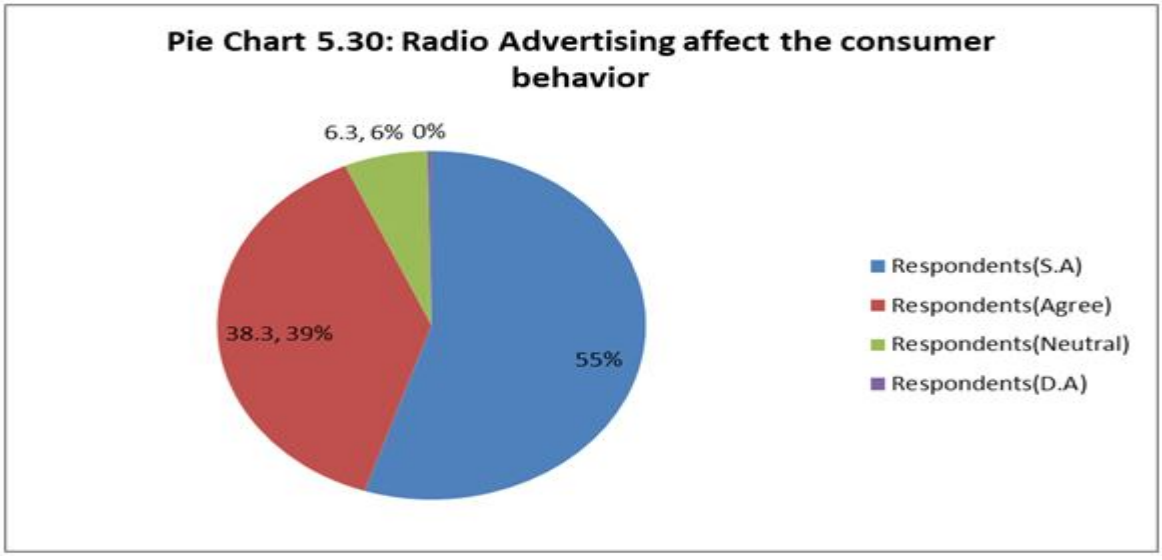
Interpretation: Above table 5.28 and pie chart shows that From the above table it seen that 86.7% of respondents are agreed as Advertisement through electronic media is best option for promote the product, 11.3% of respondent are neutral in this case while 2% of respondents are disagreed with this.

Conclusion

Electronic media contains radio, TV, Internet, Electronic hoardings and maximum respondents attracted to those media.

Table No. 5.30: Radio Advertising affect the consumer behavior

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	165	55.0	55.0	55.0
Agree	115	38.3	38.3	93.3
Neutral	19	6.3	6.3	99.7
Disagree	1	0.3	0.3	100.0
Total	300	100.0	100.0	



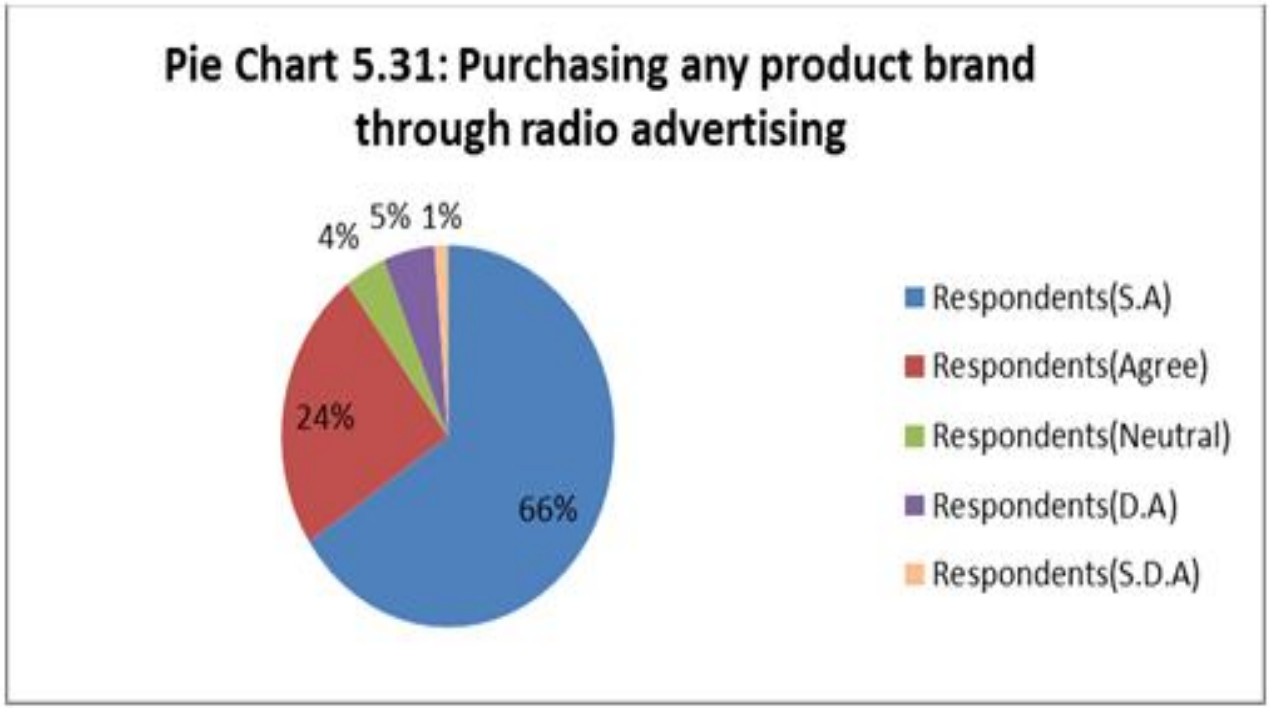
Source : Primary Data

Interpretation: Above table 5.30 and chart shows that 93.3% of respondents are agreed as Radio Advertising affects the consumer behavior, 6.3% of respondent are neutral in this case while 0.3% of respondents are disagreed with this.

Conclusion

Researchers concluded that radio advertisement impacts on behavior of consumers here more than 93% respondents given reaction in favor of radio advertisement .

Table No. 5.31:Purchasing any product brand through radio advertising				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	197	65.7	65.7	65.7
Agree	72	24.0	24.0	89.7
Neutral	12	4.0	4.0	93.7
Disagree	15	5.0	5.0	98.7
Strongly Disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	



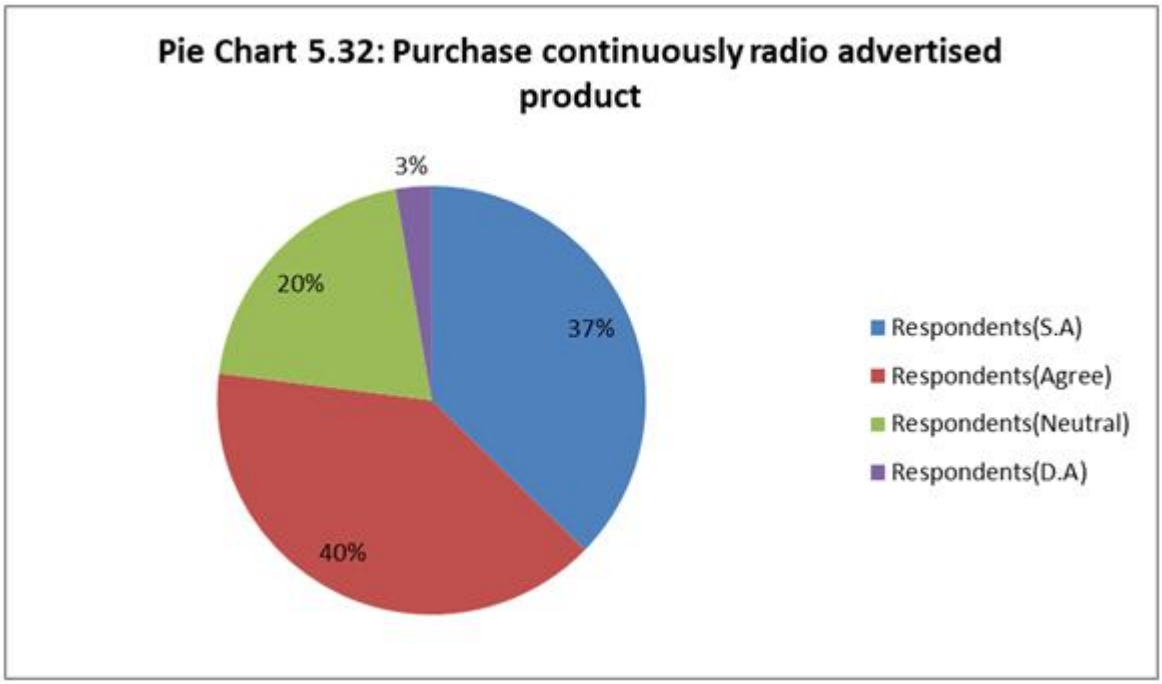
Source: Primary Data

Interpretation: Above table 5.31 and pie chart shows that, majority of the radio listeners are agreed that they give importance in purchasing any product brand through radio advertising i.e. 89.7% of respondents, 4% of respondents are neutral in this case while 6.3% of respondents are disagreed with this.

Conclusion

Researcher visited to various retailers and they were agreed on respondents reply that advertisement of hoe appliances by companies there were good impact on sale of product at advertisement period.

Table No. 5.32: Purchase continuously radio advertised product				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	112	37.3	37.3	37.3
Agree	119	39.7	39.7	77.0
Neutral	61	20.3	20.3	97.3
Disagree	8	2.7	2.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

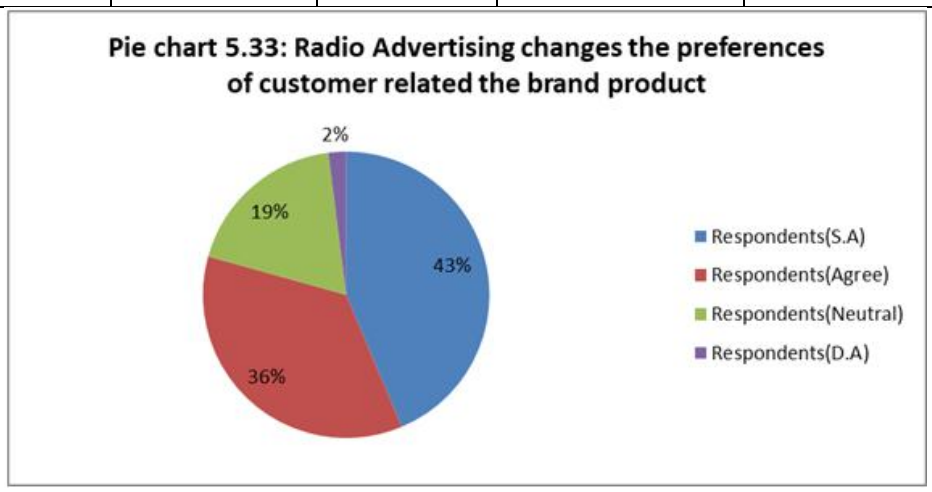
Interpretation: Above table 5.32 and pie chart shows that Most of the radio listeners are mostly purchase continuously radio advertised product i.e. 77% of respondents, 20.3% of respondent are neutral in this case while 2.7% of respondents are disagreed with this.

Conclusion

From table researcher that products frequently advertised on FM channels have large sale and non advertised product have less sale from retailer store.

Table No. 5.33: Radio Advertising changes the preferences of customer related the brand product

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	131	43.7	43.7	43.7
Agree	107	35.7	35.7	79.3
Neutral	56	18.7	18.7	98.0
Disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	



Source: Primary Data

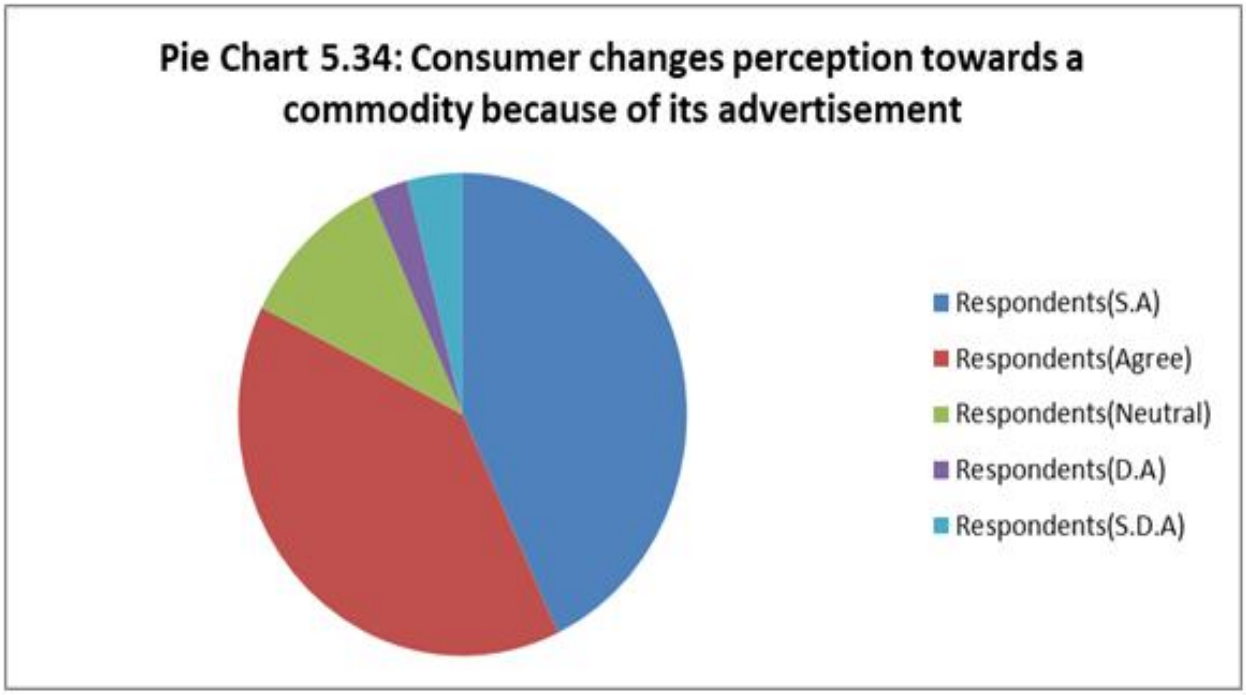
Interpretation: Above table 5.33 & pie chart shows that, majority of the radio listeners are agreed that Radio Advertising changes the preferences of customer related the brand product i.e. 79.3% of respondents, 18.7% of respondents are neutral in this case while 2% of respondents are disagreed with this.

Conclusion

Researchers concluded that manufacturing companies branding their products with FM channel advertisement were preferred by the respondents.

Table No. 5.34: Consumer changes perception towards a commodity because of its advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	129	43.0	43.0	43.0
Agree	118	39.3	39.3	82.3
Neutral	33	11.0	11.0	93.3
Disagree	8	2.7	2.7	96.0
Strongly Disagree	12	4.0	4.0	100.0
Total	300	100.0	100.0	



Source: Primary Data

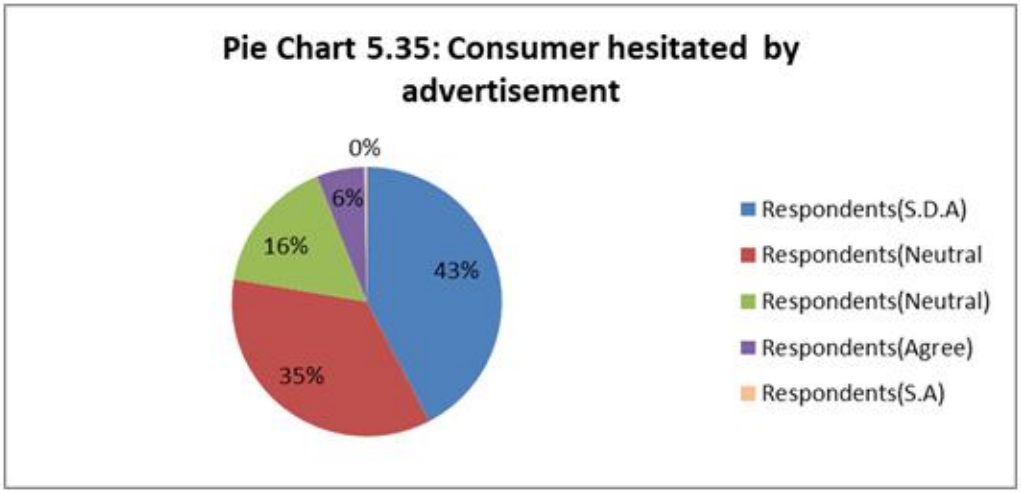
Interpretation: Above table 5.34 shows Most of the radio listeners changed their perception towards a commodity because of its advertisement i.e. 82.3% of respondents , 11% of respondents are neutral in this case while 6.7% of respondent are disagreed for the same.

Conclusion

Researcher concluded that TV, Refrigerator as like commodity frequently advertised by the sellers and manufacturing companies due to advertisement maximum respondents attracted to such product.

Table No. 5.35: Consumer hesitated by advertisement

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	127	42.3	42.3	42.3
Disagree	106	35.3	35.3	77.7
Neutral	49	16.3	16.3	94.0
Agree	17	5.7	5.7	99.7
Strongly Agree	1	.3	.3	100.0
Total	300	100.0	100.0	



Source: Primary Data

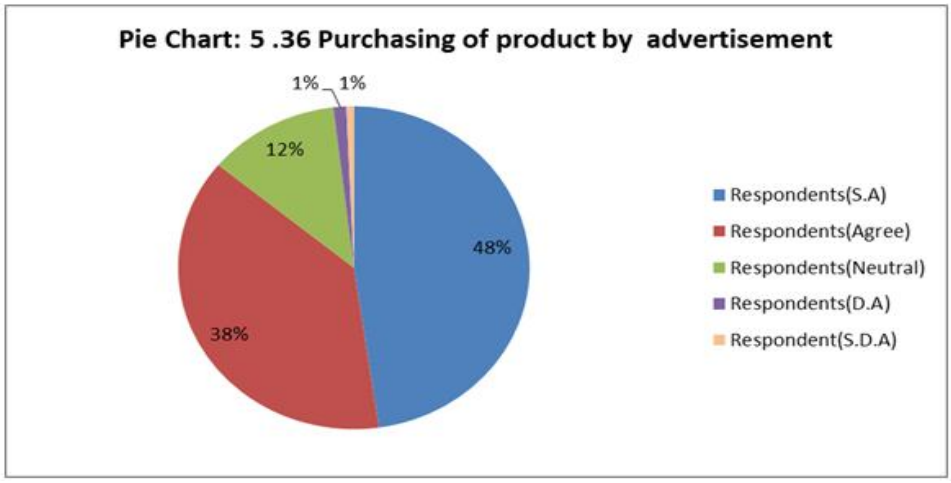
Interpretation: Above table 5.35 and pie chart shows that Large number of the radio listeners were ever hesitated to buy a product because of its advertisement i.e. 77.7% of respondents, 16.3% of respondents are neutral in this case while 6% of respondent are hesitated to buy a product because of its advertisement.

Conclusion

78% respondents have no any hesitation with radio announced products hence they trust on radio advertisements for their purchasing

Table No. 5.36: Purchasing of product by advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	145	48.3	48.3	48.3
Agree	116	38.7	38.7	87.0
Neutral	37	12.3	12.3	99.3
Disagree	2	.7	.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

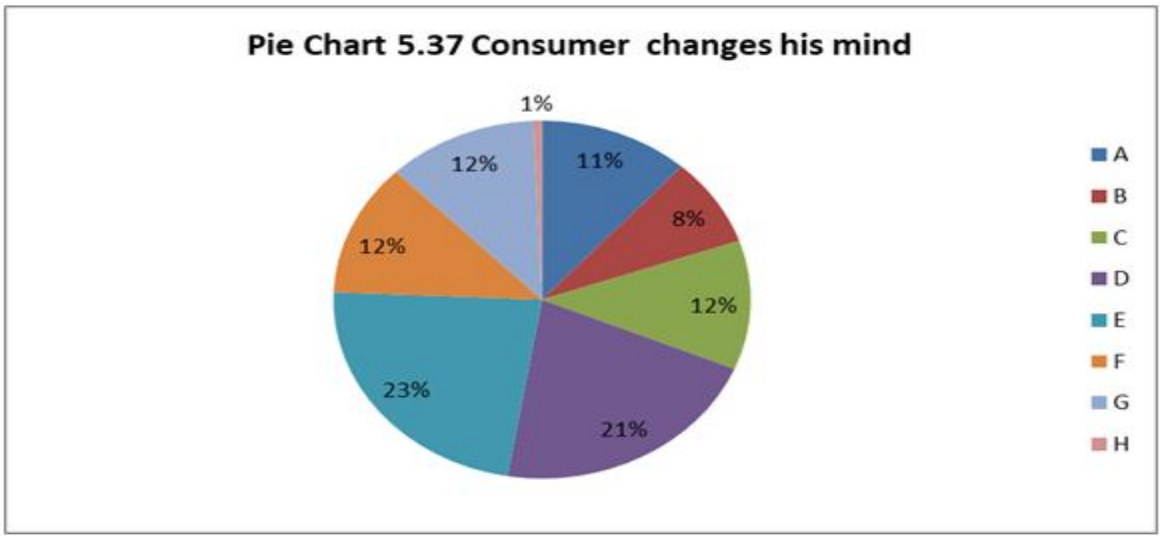
Interpretation: Above table 5.36 and pie chart shows that Majority of respondents are purchased a product because of its advertisement i.e. 87% of respondents, 12.3% of respondents are neutral in this case while 0.7% of respondents are disagreed with this.

Conclusion

Product such as TV, Refrigerator and kitchen appliances advertisements attracted to consumers in market by FM channel advertisement.

Table No. 5.37:Consumer changes his mind

		Frequency	Percent	Valid Percent	Cumulative Percent
A-	Color Scheme	35	11.62	11.62	11.62
B-	Participating celebrities	24	7.97	7.97	19.59
C-	Cartoon characters used	35	11.53	11.53	31.12
D-	Better understanding on products	64	21.27	21.27	52.39
E-	Layout of the advertisement	69	23.15	23.15	75.54
F-	Slogan / Melody used	36	11.9	11.9	87.44
G-	Eye-catching visual media	35	11.81	11.81	99.25
H-	Others	2	0.75	0.75	100
		300	100	100	



Source : Primary Data

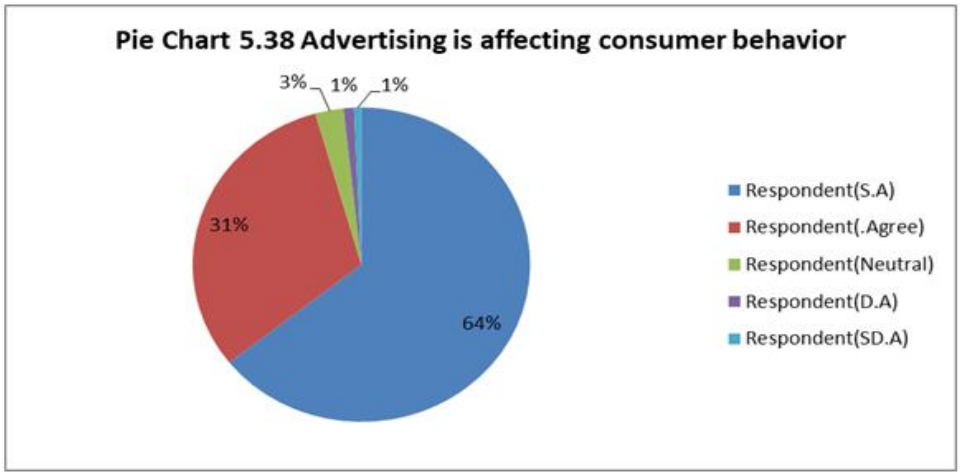
Interpretation: Above table 5.37 and pie chart shows that Among the total respondents, 11.62% of respondents responded as Color Scheme makes them to change their mind, 7.97% of respondents responded as Participating celebrities makes them to change their mind, 11.53% of respondents responded as Cartoon characters used makes them to change their mind,21.27% of respondents responded as Better understanding on products makes them to change their mind, 23.15% of respondents responded as Layout of the advertisement makes them to change their mind, 11.9% of respondents responded as Slogan / Melody used makes them to change their mind,11.81% of respondents responded as Eye-catching visual media makes them to change their mind,0.75% of respondents responded as Others makes them to change their mind.

Conclusion

FM channels advertisement attracts to listeners by various methods as shown on table there are various schemes in broadcasting involvement of personalities in program various characters involve in program grasping advertisement method changes mind of customers.

Table No. 5.38: Advertising is affecting consumer behavior

	Frequency	Percent	Valid Percent	Cumulative Percent
1	193	64.3	64.3	64.3
2	94	31.3	31.3	95.7
3	8	2.7	2.7	98.3
4	3	1.0	1.0	99.3
5	2	.7	.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

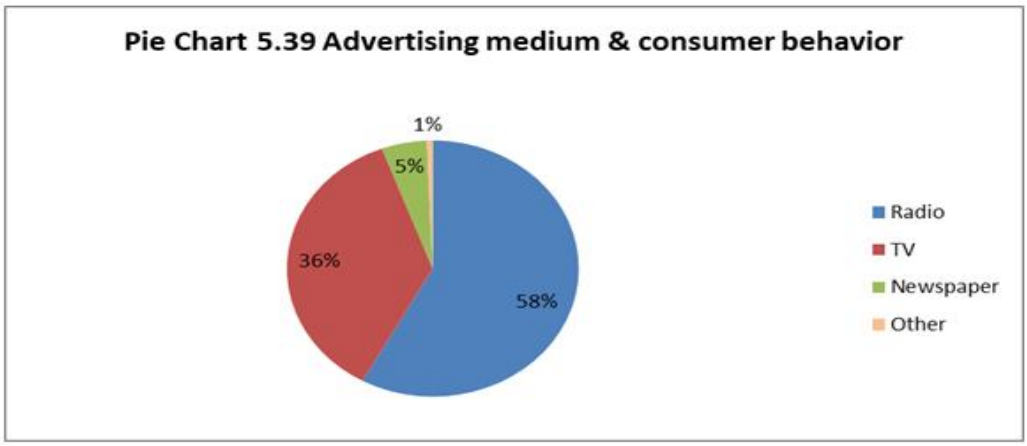
Interpretation: Above table 5.38 and pie chart shows that among the total respondents, 95.7% of respondents found that advertising is affecting consumer behavior, 2.7% of respondents are neutral in this case while 1.7% of respondents are disagreed for the same.

Conclusion

Researchers concluded by use of various methods 96% respondents agreed that FM channel advertisement changes buying behavior of consumer.

Table No. 5.39: Advertising medium & consumer behavior

Media Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	174	58.0	58.0	58.0
TV	109	36.3	36.3	94.3
News Paper	15	5.0	5.0	99.3
Other	2	.7	.7	100.0
Total	300	100.0	100.0	



Source: Primary Data

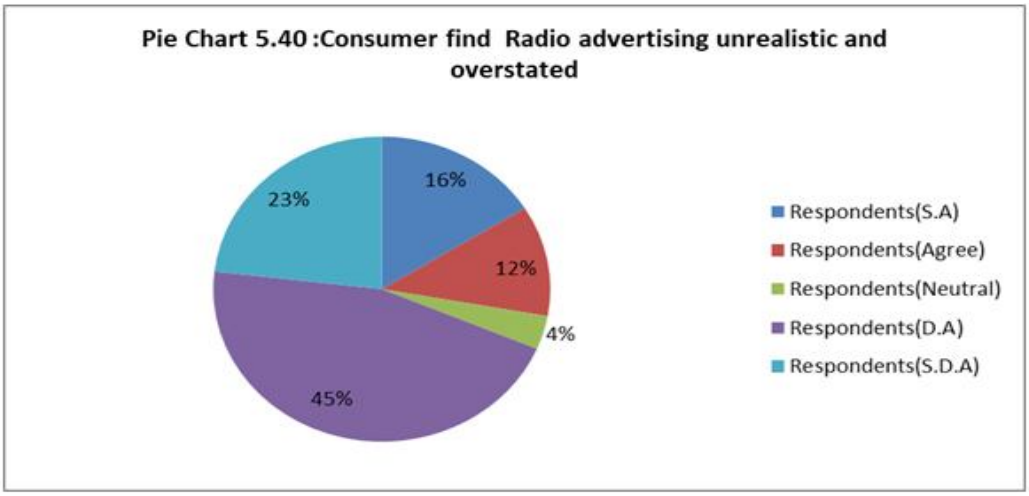
Interpretation: Above table 5.38 and pie chart shows that, 58% respondents found that Radio Advertising medium is the most influential towards consumer behavior, 36.3 % respondents found that TV Advertising medium is the most influential towards consumer behavior, 5.0% respondents found that Newspapers Advertising medium is the most influential towards consumer behavior, 0.7% respondents found that Others Advertising medium is the most influential towards consumer behavior.

Conclusion

Researcher compares radio and another media for the advertisement and result shows that 60% of the respondents attracted in favor Radio (FM) advertisement.

Table No. 5.40: Consumer find Radio advertising unrealistic and overstated

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	*48*	*16.12*	*16.12*	*16.12*
Agree	*35*	*11.72*	*11.72*	*27.84*
Neutral	*12*	*3.56*	*3.56*	*31.4*
Disagree	*136*	*45.45*	*45.45*	*76.85*
Strongly Disagree	*69*	*23. 15*	*23.15*	*100*



Source: Primary Data

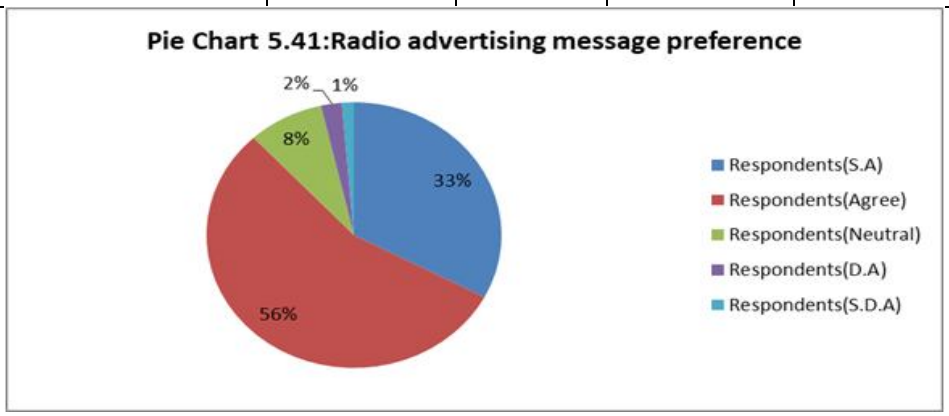
Interpretation: Above table 5.40 and pie chart shows that Among the total respondents, 27.84% of respondents are agreed that Radio advertising unrealistic and exaggerated, 3.56% of respondents are neutral in this case while 68.6% of respondents are not agreed with this, they said it is realistic and not exaggerated.

Conclusion

Listeners of FM channels are against the question that radio advertisement are practical realistic in nature 70% respondents are disagreed with question that radio advertisements are unrealistic and impractical, only16% strongly agreed.

Table No. 5.41: Radio advertising message preference

Respondents Preference	Frequency	Percent	Valid Percent	Cumulative Percent
Celebrity	98	32.7	32.7	32.7
Present Features	166	55.3	55.3	88.0
Professional analysis	25	8.3	8.3	96.3
Creative Design	7	2.3	2.3	98.7
Style	4	1.3	1.3	100.0
Total	300	100.0	100.0	



Source: Primary Data

Interpretation: Above table 5.41 and pie chart shows that When respondents are listening radio during their travel time or free time, 32.7% of respondents preferred as celebrity, 55.3% of respondents preferred Present product feature and functions clearly, 8.3% of respondents preferred Present professional test, 2.3% of respondents preferred Social life and relationship while 1.3% of respondents preferred Creative design or More suitable for localized advertising style or More suitable to remain foreign style.

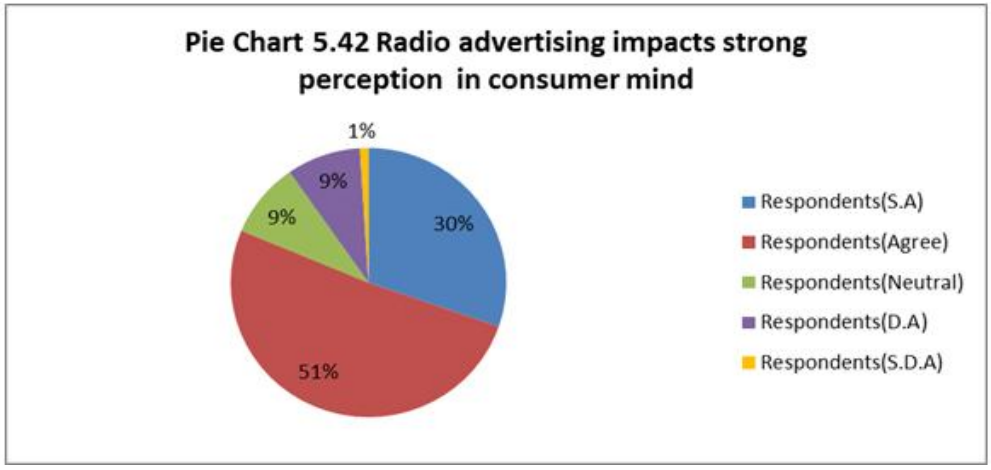
Conclusion

Researcher visited the FM channel (marketing head) and as per discussion agreed preference for product advertising companies prefer announcement with personality have low preference than announcement

With personality have low preference than announcement with product descriptions. Personalities such s Actors (TV, Serial, Sportsman, Film actresses) were involved in the announcements of products. Products advertised by any effective anchor with its specifications have extra effect on the sale of department.

Table No. 5.42: Radio advertising impacts strong perception in consumer mind

Respondent Perception	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	91	30.3	30.3	30.3
Agree	153	51.0	51.0	81.3
Neutral	27	9.0	9.0	90.3
Disagree	26	8.7	8.7	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	



Source: Primary Data

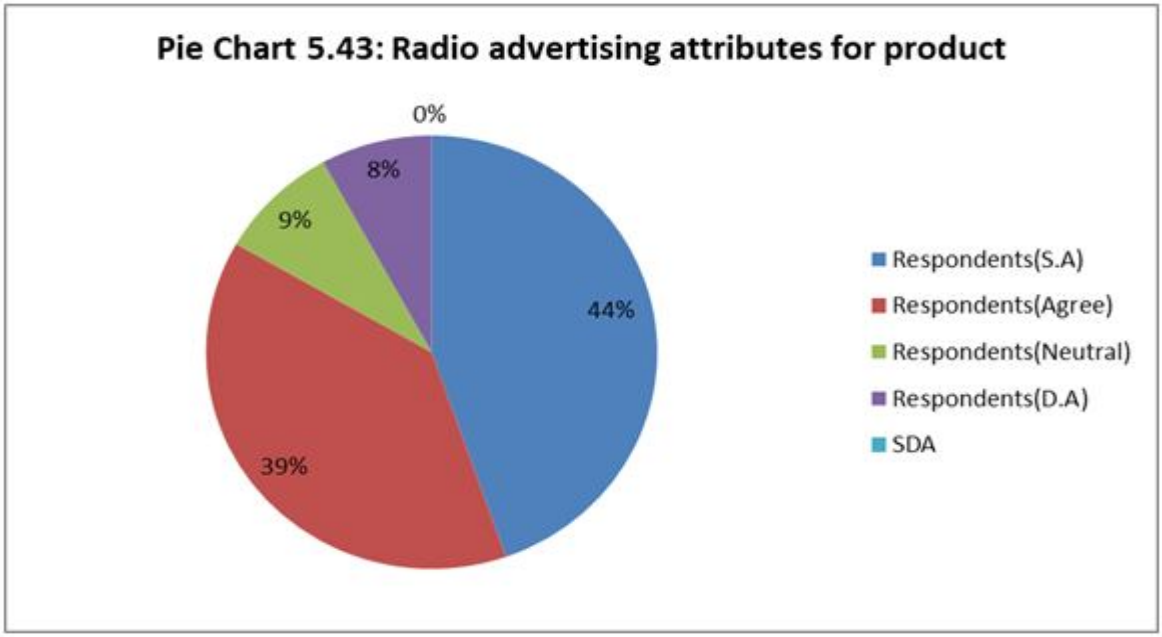
Interpretation: Above table 5.42 and pie chart shows that Among the total respondents, 81.3% of respondents are agreed that they think radio advertising makes a strong perception about that product in their mind, 9% of respondents are neutral in this case while 9.7% of respondents are not agreed with this.

Conclusion

Perception is called as the energy which makes customers aware about the program, announcement and surroundings and sensing about process. More than 80% agreed that radio advertisements made strong perception in mind.

Table No. 5.43: Attributes of product mentioned in radio advertising are true

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	134	44.7	44.7	44.7
Agree	116	38.7	38.7	83.3
Neutral	26	8.7	8.7	92.0
Disagree	24	8.0	8.0	100.0
Strongly Disagree	0	0	0	100.0
Total	300	100.0	100.0	



Source: Primary Data

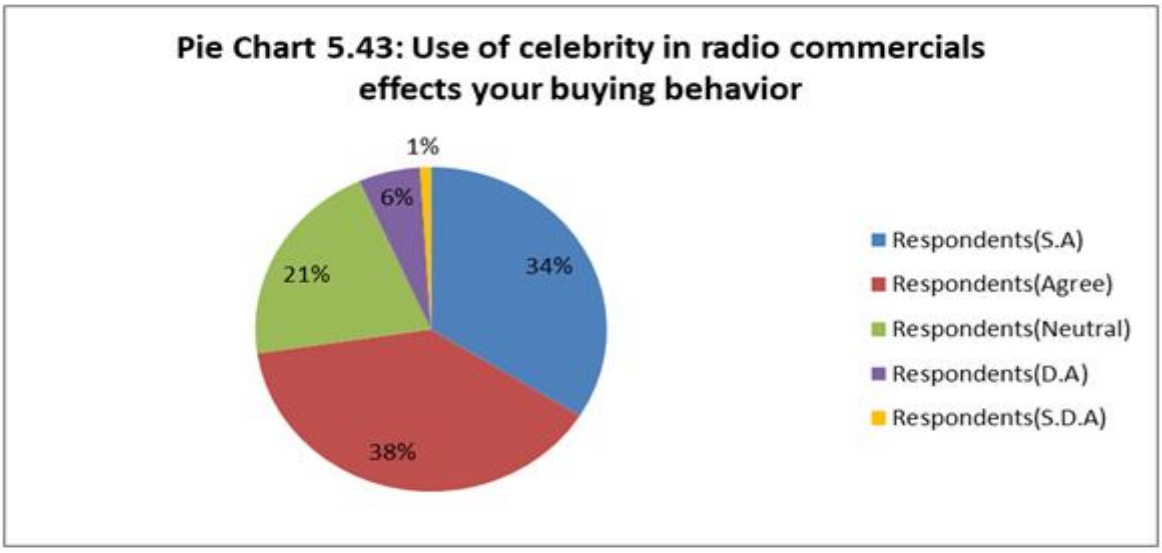
Interpretation: Above table 5.42 and pie chart shows that Among the total respondents, 83.3% of respondents are agreed that they think that the attributes of product mentioned in radio advertising are true, 8.7% of respondents are neutral in this case while 8% of respondents are not agreed with this.

Conclusion

Researcher selected home appliances products due to these are not related to the basic needs but now a day's electronics products such as TV, Refrigerator are belongs with all type of consumer and due to this maximum respondents agreed on attributes of products.

Table No. 5.44: Use of celebrity in radio commercials effects your buying behavior

	Frequency	Percent	Valid Percent	Cumulative Percent
1	102	34.0	34.0	34.0
2	116	38.7	38.7	72.7
3	62	20.7	20.7	93.3
4	17	5.7	5.7	99.0
5	3	1.0	1.0	100.0
Total	300	100.0	100.0	



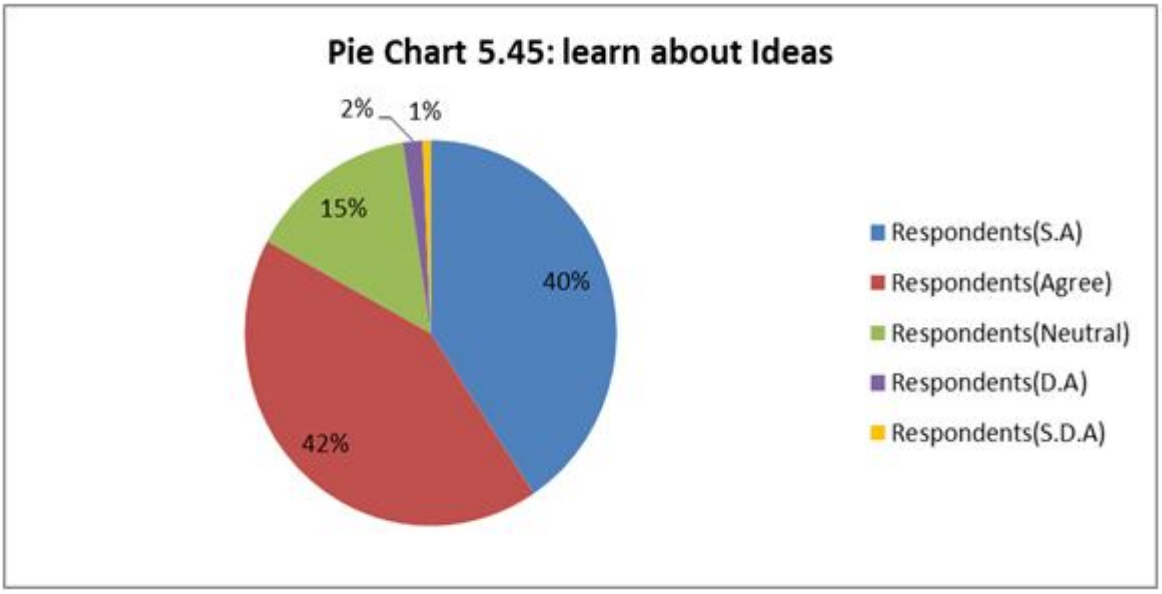
Interpretation: Table 5.44 & pie chart shows that Among the total respondents, 72.7% of respondents are agreed that they think that use of celebrity in radio commercials effects their buying behavior, 20.7% of respondents are neutral in this case while 6.7% of respondents are not agreed with this .

Conclusion

Use of celebrity and effective anchor announcement impacts on consumer for buying products.

Buying Behavior

Table No. 5.45: learn about Ideas				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	122	40.7	40.7	40.7
Agree	127	42.3	42.3	83.0
Neutral	44	14.7	14.7	97.7
Disagree	5	1.7	1.7	99.3
Strongly Disagree	2	.7	.7	100.0
Total	300	100.0	100.0	



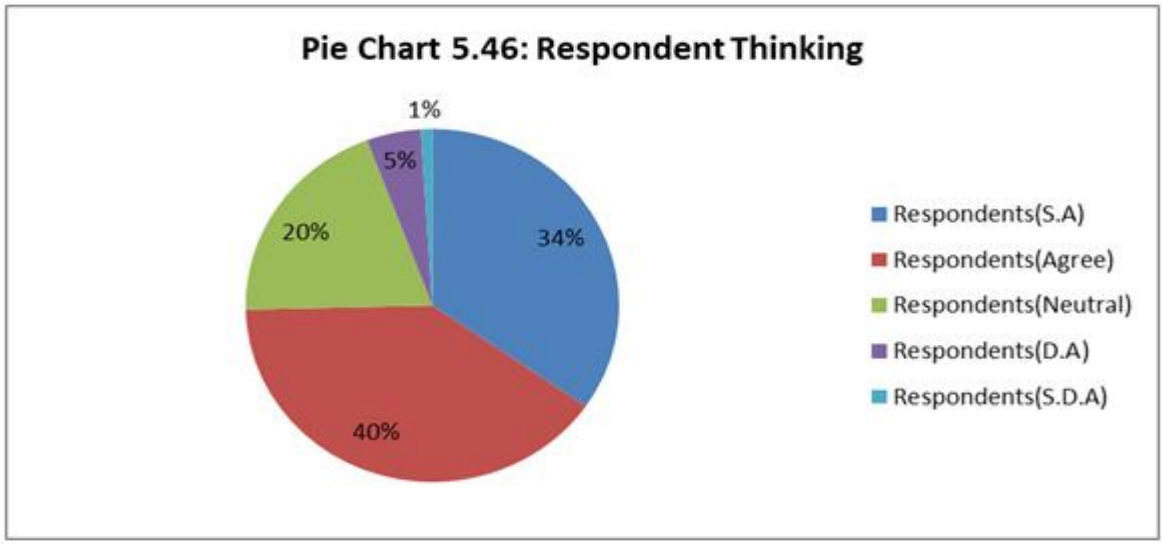
Source : Primary data

Interpretation: Above table 5.44 & pie chart shows that Among the total respondents, 40.7% of respondents are learned that he/she like to think about ideas, 42.3% of respondents are learned that he/she like to be doing things, 14.7 % of respondents are learned that he/she like to watch and listen while 2.4 % of respondents are learned that he/she like to deal with my feelings.

Conclusion

Learning descibles in individuals behaviour arrising from experience. There are two types i.e. experientiol leaning and conceptual learning out of which ear about 84% have behaviour to learn about the idea related to the buying preference.

Table No. 5.46:Respondent Thinking				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Logical Thinking	104	34.7	34.7	34.7
Actual Thinking	120	40.0	40.0	74.7
Feelings	59	19.7	19.7	94.3
Listen & Watch	14	4.7	4.7	99.0
Null	3	1.0	1.0	100.0
Total	300	100.0	100.0	



Source : Primary data

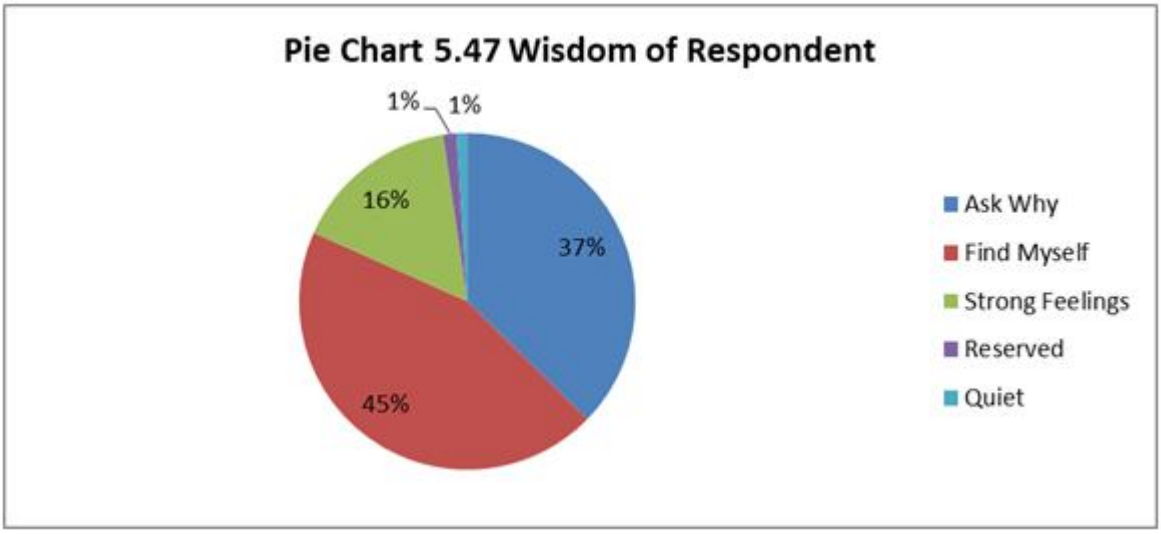
Interpretation: Above table 5.46 and pie chart shows that Among the total respondents, 34.7% of respondents are learned best when he/she rely on logical thinking, 40% of respondents are learned best when he/she work hard to get things done, 19.7% of respondents are learned best when he/she trust my hunches and feelings, 5.7% of respondents are learned best when he/she listen and watch carefully.

Conclusion

Researcher concluded that by the practical signficance of learning and thinking built demand for product associating with strong drive, motivation cues, buyers loylty, compotitors in market are the elements of logical thinking and work hard

Table No. 5.47: Wisdom of respondent

Respondents Wisdom	Frequency	Percent	Valid Percent	Cumulative Percent
Ask Why	112	37.3	37.3	37.3
Find Myself	133	44.3	44.3	81.7
Strong Feelings	48	16.0	16.0	97.7
Reserved	4	1.3	1.3	99.0
Quiet	3	1.0	1.0	100.0
Total	300	100.0	100.0	



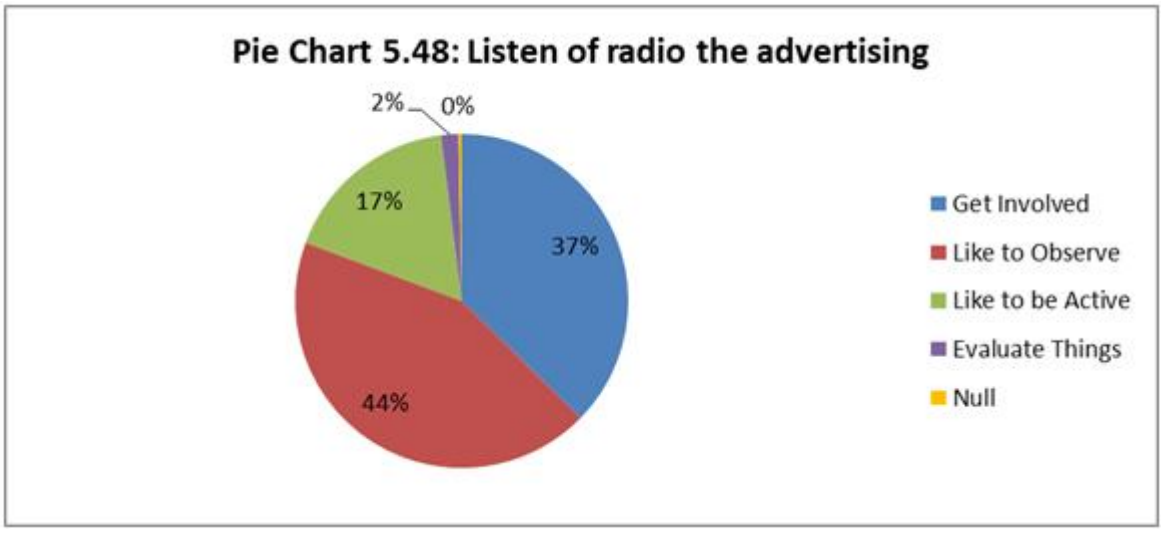
Source : Primary data

Interpretation: Above table 5.46 and pie chart shows that Among the total respondents, 37.3% of respondents wisdom when he/she like to ask why, 44.3 % of respondents leaning when he/she like to find answers myself, 16% of respondents leaning when he/she have strong feeling and reactions, 2.3 % of respondents leaning when he/she may quiet and reserved.

Conclusion

Attitude of consumer influences on its buying behavior when product is favorable then it have positive effect when product is already positive then respondents are learn about why purchase and where purchase these feeling are stated in Table.

Table No. 5.48: Listen of radio the advertising				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Get Involved	112	37.3	37.3	37.3
Like to Observe	130	43.3	43.3	80.7
Like to be Active	52	17.3	17.3	98.0
Evaluate Things	5	1.7	1.7	99.7
Null	1	.3	.3	100.0
Total	300	100.0	100.0	



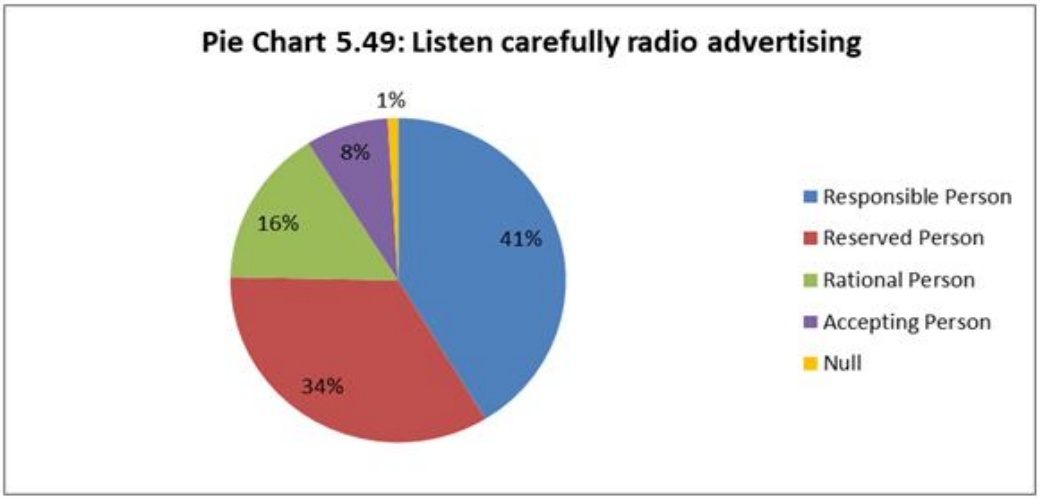
Source : Primary data

Interpretation: Above table 5.47 and pie chart shows that Among the total respondents, 37.3% of respondents When he/she listen radio advertising when he/she get involved, 43.3% of respondents When he/she listen radio advertising when he/she like to observe, 17.3% of respondents When he/she listen radio advertising when he/she like to be active, 2%of respondents When he/she listen radio advertising when he/she evaluate things.

Conclusion

Consumer behaviour related to FM channel advertisement researches focuses on listening behaviour of respondents. Near about 85-90% respondents are involve in FM channel progrm and they prefer to listen not only programs but also they prefers adverisements on FM channels.

Table No. 5.49: Listen carefully radio advertising				
Respondents	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Responsible Person	124	41.3	41.3	41.3
Reserved Person	102	34.0	34.0	75.3
Rational Person	47	15.7	15.7	91.0
Accepting Person	24	8.0	8.0	99.0
Null	3	1.0	1.0	100.0
Total	300	100.0	100.0	



Source : Primary data

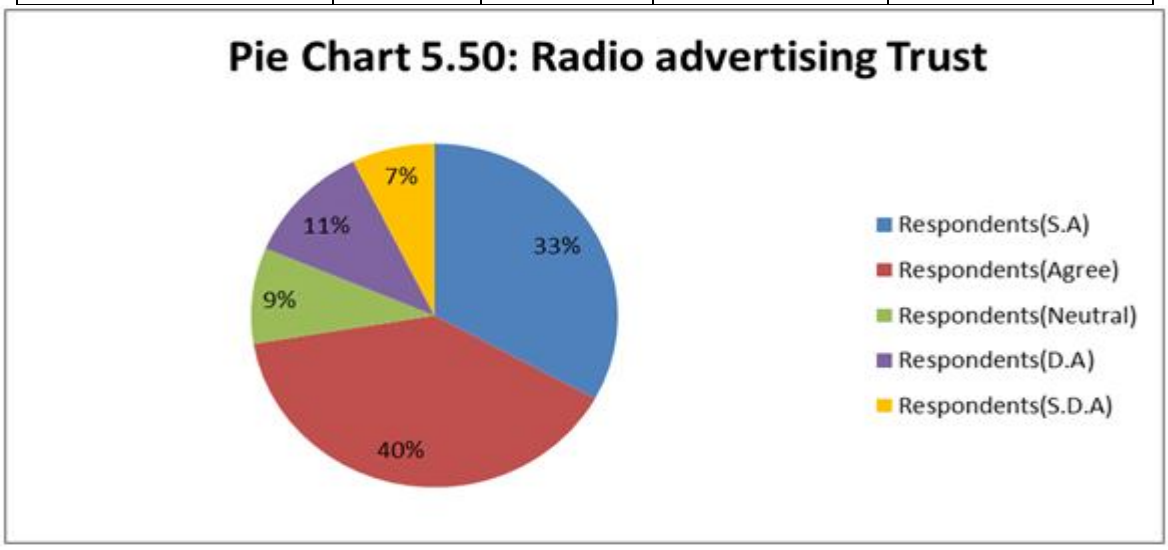
Interpretation: Above table 5.48 and pie chart shows that among the total respondents, 41.3% of respondents When he/she is carefully listen the radio advertising when he/she a responsible person, 34% of respondents When he/she is carefully listen the radio advertising when he/she is a reserved person, 15.7% of respondents When he/she is carefully listen the radio advertising when he/she is rational person, 9% of respondents When he/she is carefully listen the radio advertising when he/she is an accepting person.

Conclusion

Here researcher concluded that near about 91% respondents are come across FM channels and categorised in to the various groups given in above interpretation.

Table No. 5.50: Radio advertising trust

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	99	33.0	33.0	33.0
Agree	118	39.3	39.3	72.3
Neutral	27	9.0	9.0	81.3
Disagree	34	11.3	11.3	92.7
Strongly Disagree	22	7.3	7.3	100.0
Total	300	100.0	100.0	



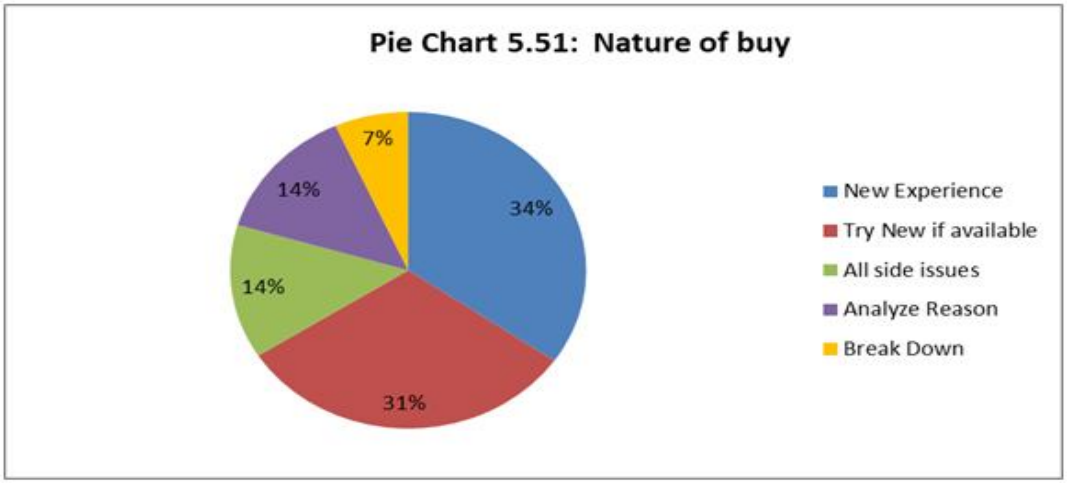
Source : Primary data

Interpretation: Above table 5.49 and pie chart shows that Among the total respondents, 33% of respondents When he/she is believe radio advertising when he/she feel personally involved and like it, 39.3% of respondents When he/she is believe radio advertising when he/she believe the ideas it tells theoretically, 9% of respondents When he/she is believe radio advertising when he/she will try thing out of myself, 19.7% of respondents When he/she is believe radio advertising when he/she like to see result from my research.

Conclusion

From the table researcher concluded that 90% respondents are come under FM channels and responces to the radio advertisement.

Table No. 5.51: Nature of buy				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
New Experience	104	34.7	34.7	34.7
Try New if available	94	31.3	31.3	66.0
All side issues	41	13.7	13.7	79.7
Analyze Reason	41	13.7	13.7	93.3
Break Down	20	6.7	6.7	100.0
Total	300	100.0	100.0	



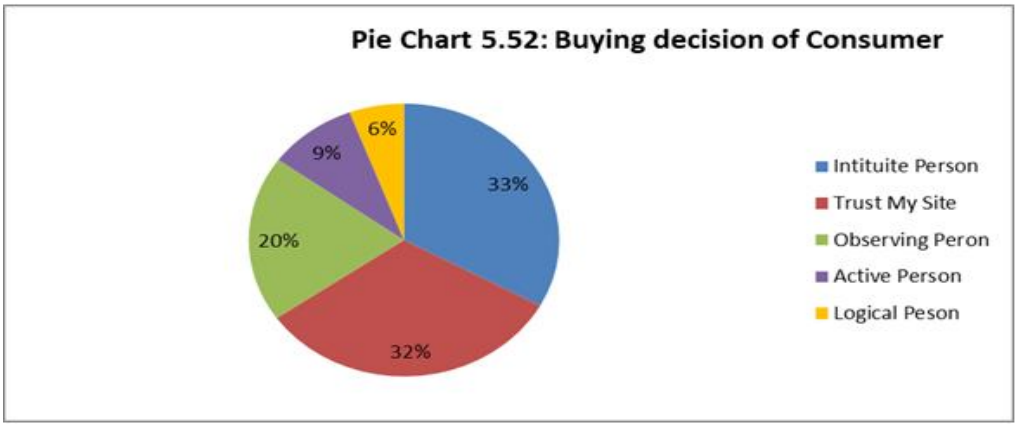
Source : Primary data

Interpretation: Above table 5.50 and pie chart shows that among the total respondents, 33% of respondents When he/she buy when he/she is open to new experiences, 31.3% of respondents When he/she buy when he/she is always try new thing when available, 13.7% of respondents When he/she buy when he/she is look all the side of issues, 20.4% of respondents When he/she buy when he/she is like to analyze the reasons, break then down into their parts.

Conclusion

From the table researcher concluded that 85% respondents are try to purchase new things for home when available in market with new technology and modification. Here 80% respondents are ready to purchase the things with better advertisement and related to the specification.

Table No. 5.52: Buying decision of Consumer				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
perceptive Person	99	33.0	33.0	33.0
Trust My Site	97	32.3	32.3	65.3
Observing Person	59	19.7	19.7	85.0
Active Person	28	9.3	9.3	94.3
Logical Person	17	5.7	5.7	100.0
Total	300	100.0	100.0	



Source : Primary data

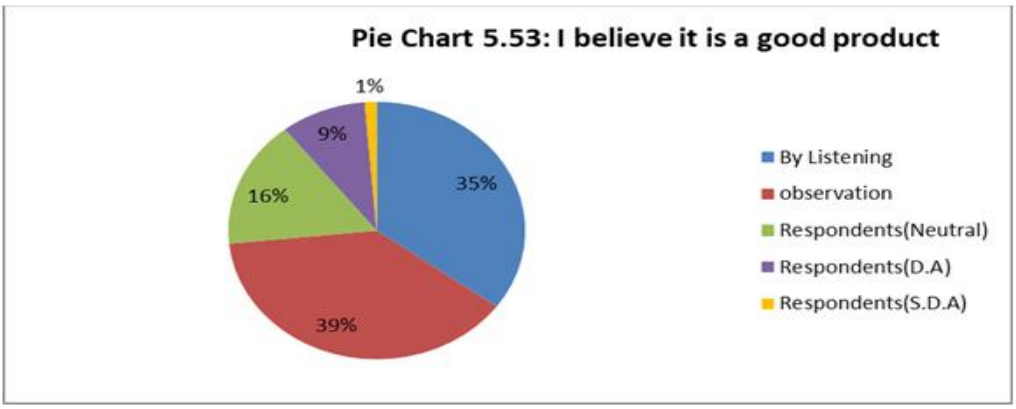
Interpretation: Above table 5.48 and pie chart shows that among the total respondents, 33% of respondents when he/she is making buying decision he/she is an intuitive person , he/she trust my first sight, 32.3% of respondents when he/she is making buying decision he/she is an observing person, he/she to walk around, 19.7% of respondents when he/she is making buying decision he/she is an active person, he/she will just buy what he/she want, 15% of respondents when he/she is making buying decision he/she is a logical person, he/she seldom believes others saying about the product.

Conclusion

Researcher concluded that no one can see or feel 100% of all things why people buy certain products is based on how consumer understand the surrounding around them based on information received through their senses. In response consumers subconciously evaluate their need, values and selection. It is organized and interpreted in table 5.51.

Table No. 5.53: I believe it is a good product

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	105	35.0	35.0	35.0
Agree	115	38.3	38.3	73.3
Neutral	48	16.0	16.0	89.3
Disagree	28	9.3	9.3	98.7
Strongly Disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	



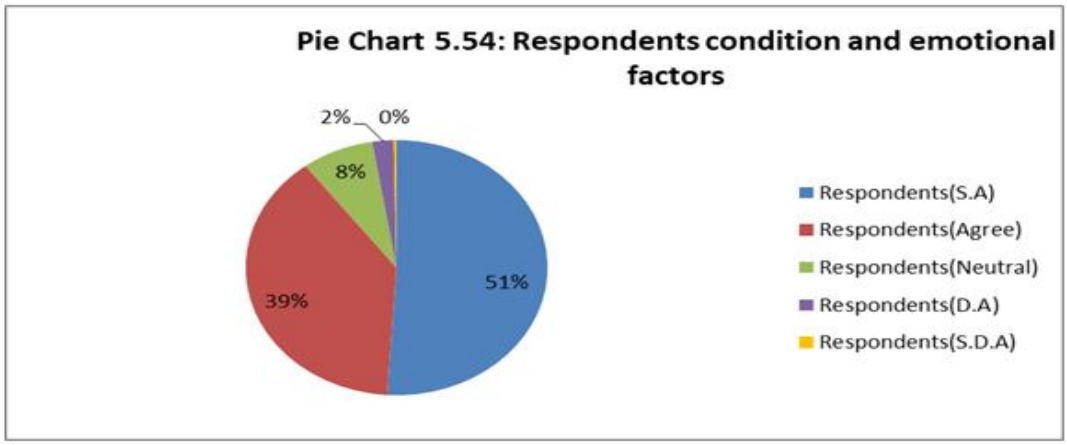
Source : Primary data

Interpretation: Above table 5.52 and pie chart among the total respondents, 35% of respondents believe it is a good product when it is a good product when by listening radio advertisements, 38.3% of respondents believe it is a good product when it is a good product when observations of other things using this product, 26.6% of respondents believe it is a good product when it is a good product when friends or others tell me it is a good product.

Conclusion

Researcher concluded that by listening of radio advertisement respondents was belief on products purchased for their homes.

Table No. 5.54: Respondents condition and emotional factors				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly Agree	153	51.0	51.0	51.0
Agree	116	38.7	38.7	89.7
Neutral	23	7.7	7.7	97.3
Disagree	7	2.3	2.3	99.7
Strongly Disagree	1	.3	.3	100.0
Total	300	100.0	100.0	



Source : Primary data

Interpretation: Above table 5.53 and pie chart shows Among the total respondents, 51% of respondents found in a specific condition, emotional factors responses as Pleasure, 38.7% of respondents found In a specific condition, emotional factors responses as Dominance, 10.3% of respondents found In a specific condition, emotional factors responses as Arousal.

Conclusion

Researchers concluded that 90% of respondent found with their cognitive evaluation, emotional feelings, and specific factors, Action tendencies towards their objective or ideas.

CHAPTER - VI
FINDINGS

Findings

Finding from the consumer data analysis

- Majority of the consumer are using new brand product by its advertising
- Majority of the consumer are thought advertising make a strong brand
- Majority of the consumer are thought Reduction in Advertising does effect on brand image.
- Majority of the consumer by themselves thought advertising promotes the product.
- Majority of consumer thought Advertisement through print media is best option for
- promote the brand , this is one of the other side point of thinking of the consumer.
- Majority of consumer thought Advertisement through electronic media is best option for promote the brand
- As per the consumer reading, listening and viewing of the different advertisement, they thought advertising affect the consumer behavior. Thought advertisement their mind changes to purchase the product.
- Consumers are giving the importance in purchasing any brand through advertising.
- Consumers are mostly purchase continuously advertised product some of like electronic domestic appliance Tv, washing machine majorly.
- Consumers are agreed that advertising changes the preferences of customer to buy the product.
- Consumers understanding product information, through advertisement let it be any media of advertisement.
- Majority of consumer their preferred radio channel for listening.
- Majority of consumer listening 98.3 FM channel.
- Majority of consumer listening home appliances product advertisement.
- Majority of consumer found seasonal advertisement are more on these FM /radio channels.
- Major advertisement found in the morning time means more listeners are in the morning.
- Majority of consumer are shown interested to purchase the branded product.
- Consumer are preferred more radio advertisement.
- Radio Advertisement encourage consumers to buy new product
- Radio Advertising is main tool to make a strong brand as consumers listening radio.
- On the other side consumer also think that Reduction in Radio Advertising reduce the brand image of product.
- Radio Advertisement promotes the sales of product as more and more radio listener are there.
- Radio listeners are thinking radio advertisement is the best option rather than print media.
- Radio listener are thinking Advertisement through electronic media is best option for promote the product.
- Radio listener are thinking that radio Advertising affect the consumer behavior to buy the product as they are continuously listening the same advertisement number of times in a day. It hammers their mind.
- Radio listener gives importance in purchasing any product brand through radio advertising.
- Most of the radio listeners are mostly purchase continuously radio advertised product
- majority of the radio listeners are agreed that Radio Advertising changes the preferences of customer

related the brand product

- Most of the radio listeners changed their perception towards a commodity because of its advertisement
- Less number of the radio listeners was ever hesitated to buy a product because of its advertisement means they never hesitated to buy a product because of its advertisement.
- Majority of respondents are purchased a product because of its advertisement
- Point 6 and 7 shows that consumer were both way thinking, they want print media as well as electronic media for the advertising.

Findings related to the socio-economic profile of the respondents

1. Majority of the respondents are in the age group of 40 and above. This age group is very common as the family responsibility in the Indian context emerges from this age group.
2. Majority of the respondents are working and part of them are involved in business and service sectors like hotel industry, IT sector , banking , education
3. Most of the respondents are post-graduates which show that the educated people are more involved in the purchase of domestic home appliances than the other segments. It may be a reason that the study area is a corporation which mostly has educated population.
4. Majority of the respondents live in a nuclear family style. The nuclear family style has become the order of the day particularly in cities like Pune. The reason behind this is that there is an employment potential available to the family head or the respondents only in cities.
5. The family income of the respondents is observed to be between 10,000 and 50,000. The nominal income prevailing in Indian context is the above stated income range.
6. Majority of the respondents live in their own houses. Having and owning house has become a pleasure for middle and higher class employed personnel. The reason behind this is the availability of loan facilities to the income class of the society.
7. Most of the respondents purchase through authorized dealers. The dealers through their attractive advertisements in the news papers, distribution of pamphlets, radio advertisement etc., make the buyers to rely on the authorized dealers and move on to purchase their choice of goods to their houses.

II. Findings related to the factors influencing the consumer behavior regarding domestic appliances

1. There are some factors identified to be influencing the consumer behavior . Of all these the most dominating factor is observed to be company's advertising followed by the quality of the product and the joint decision of the family. The other factors are not found to be influencing the consumer behavior. Factors like brand images of product, brand of the product, advertisement of product, promotion of product etc.
2. Companies owing to competition try to enter into the minds of the consumers through various convenient method of influencing consumer segment that are the prime source of purchase of house hold goods. The door step interactive advertisements through the radio advertisement convince the consumer flock to a larger extent and make them to buy the product by all means.
3. The easy availability of loan facilities by banks and finance companies with convenient method of settlement as EMI (equated monthly installments) appears to be the most influential factor for women to buy the households without any hesitation.

III. Findings related to the reasons behind the purchase of home appliances

1. Generally consumer are very sensitive and they aim at the purchase of domestic home appliances in-order to enhance their efficiency, to improve their social status and to ensure their social image. These are found to be the most important reason behind the purchase of domestic home appliances.
2. The other reasons are to enjoy the benefit of convenience in the use of varied products. The ownership of these products at home lift the image of women as some of respondents are female in the midst of their

neighbors and relatives.

3. In-order to state that they are busy in their purchase of domestic home appliances; they aim at the purchase of domestic home appliances which lead them to enhance their knowledge over the market, product and other marketing practices. The interaction with various groups associated with the purchase of domestic home appliances provide a rich knowledge as to what to buy? How to buy? Where to buy? And the effective cost of purchase. Also listening of proper advertisement of those products.
4. The curiosity to purchase the product on their own leads them to be economical in their purchase process which is often a problem to male members. The frequent interaction with sales representatives and comparison with other similar products in the purchase zone make the women to be more prudent in negotiating with the seller during the time of purchase.

IV Factors that may prompt Purchases

- Good discounts
- Convenient/secured payment prompt purchases and
- Sellers with credible track records

Some of the factors that may trigger more purchases by people. Contrary to the popular belief, high speed / broadband connections do not come out as major factor that will prompt people to make more purchases online Conclusion. However, to attain it, it needs to refine the system of timely delivery, bring in more convenient payment options, and provide people with lucrative offers and discounts to increase impulsive buying rather than compulsive.

Hypothesis Testing

Introduction

In formal hypothesis testing, it customary to produce two hypotheses, called H0 (known as the "null hypothesis") and H1 (known as the "alternative hypothesis"). In fact, these two are always given as opposites of each other. The two hypotheses might be stated as

Null hypothesis (H0): Radio advertisements do not have significant impact on buying behavior of domestic home appliances

Alternative hypothesis (H1): Radio advertisements have significant impact on buying behavior of domestic home appliances.

The testing aims to ensure that what is recognized is only what is contained in the data collection. When we test the hypotheses, we can never be 100% certain of our conclusions. We can only be confident to a certain level - hopefully a high one. Typically we construct our test so that we will be 95% certain that the conclusion we draw is a correct one. This is called a 95% confidence level, or a 5% significance level. If the hypothesized value for the effect (e.g. zero) lies outside the 95% confidence interval than we believe the hypothesized value is implausible and would reject H0. The study tests the following hypothesis.

Hypothesis # 1

Null hypothesis (H0): Radio advertisement do not have significant impact on buying behavior of domestic home appliances.

Alternative hypothesis (H1) : Radio advertisement have significant impact on buying behavior of domestic home appliances.

Anova: Single Factor				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
Column 1	300	538	1.793333333	0.63942029
Column 2	300	592	1.973333333	0.822028986
Column 3	300	553	1.843333333	0.654303233
Column 4	300	553	1.843333333	0.620858417

Column 5	300	580	1.933333333	0.978818283
Column 6	300	662	2.206666667	1.495607581
Column 7	300	679	2.263333333	1.565875139
Column 8	300	667	2.223333333	1.364671126
Column 9	300	611	2.036666667	1.005340022
Column 10	300	487	1.623333333	0.570022297

.

ANOVA						
Source of Variation	*SS*	*Df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	118.6053	9	13.17837037	13.56225631	1.4862E-21	1.883006
Within Groups	2905.367	2990	0.971694537			
Total	3023.972	2999				

Conclusion: if F > F crit, we reject the null hypothesis. This is the case, 13.56225631 > 1.883006. Therefore, we reject the null hypothesis. The means of the three populations are not all equal. At least one of the means is different.

It means Radio advertisement have significant impact on buying behavior of domestic home appliances.

Hypothesis # 2

Null hypothesis (H0): The preference of potential consumers towards specific programs broadcasted on radio has no significant effect on their buying behaviors.

Alternative hypothesis (H1): The preference of potential consumers towards a specific program broadcasted on radio has significant effect on their buying behaviors.

To test this hypothesis, we have considered following parameters:

- Where do you come across with advertisement :
- If Radio, which radio frequency preference
- FM Channel preference
- More advertising time of all above products on radio
- During any timing, Frequency of advertisement

Co-relation testing shows us:

	Column 1	***Column 2***	***Column 3***	***Column 4***	***Column 5***
Column 1	1				
Column 2	0.812275	1			
Column 3	0.812695	0.824459	1		
Column 4	0.51149	0.482832	0.49522	1	
Column 5	0.578722	0.590929	0.540748	0.695073	1

All variable are not co-related with each others, means listener are listening different program on different radio station and as per their convenient time, but most of all are listening advertisement about domestic appliances. It shows that there is a good potential in radio advertisement.

This much evident is sufficient to change the buying behavior of listener to buy the product during festival time or seasonal products.

It shows that there is a significant effect on buying behavior. So we reject the null hypothesis and accept the alternative hypothesis.

CHAPTER - VII

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

In this research study, the purchaser conduct was broke down in regard of their buy of solid merchandise in Pune city. Pune city one of the greatest locale of Maharashtra with shifted statistic populace, culture, religion and business. There are many show rooms and merchants managing assortment of buyer sturdy items who contend with each other available to be purchased. This city is considered to the center point for shopper durables, home machines for Maharashtra and henceforth organizations attempt to offer the purchaser durables home apparatuses both to retailers and extreme customers through their inventive promoting rehearses. The most imperative section for shopper durables/home apparatuses is center and higher class that is huge in number and have differed taste and inclinations. In this manner the buyer purchasing conduct to the home machines changes every once in a while attributable to their inclinations in the accessible items in the market. The working class is a mindful purchaser. Ladies are not disinclined to change and consequently ready to attempt new items, however does not embrace any item immediately. The ladies buyers have a decent level of consciousness of the change occurring in their surroundings. Ladies developed in instruction level and the development in the media has added to their improvement. Ladies are cost cognizant as well as a quality cognizant purchaser. The deals limited time exercises here and there may assist ladies buyers with purchasing all the more however it can't stay same. Along these lines, making and upgrading customers is a standout amongst the most imperative parts of organizations and the organizations should dependably go for the same. Offering strong products is not a simple joke and that too to ladies shoppers and consequently organizations must make and receive new technique to make and hold clients in the focused environment. The makers of tough items ought to comprehend customer intrigue much to discover increment the offer of their items. The review reasons that the aggressive market gives opportunity on one hand and dangers then again to both the shopper portion of ladies and results of the item. It is very vital to enhance center item with esteem expansion to advance consumer loyalty more in the comparative value extend. Quality enhancements as well as change in after deals administration can create and trade interest for shopper durables and additionally for substitution of the items. The merchants/makers and the retailers must comprehend the significance of the shoppers and their change mentality during the time spent showcasing. At exactly that point the organizations can withstand and get by in the offer of home apparatuses

Regardless of the essential qualities of purchasers the conduct example of shoppers are pretty much like each other, especially in the angles like quality, inclination and basic leadership.

In any case it is clear that the present methodologies to draw the consideration of clients are most certainly not satisfactory. The shoppers are specific about the suitable arrangement of dissemination and thus there is an extraordinary requirement for change in the gadgets purchasing framework. It may not be constantly right to state that buyers act in an indistinguishable route from it much relies on upon sort of items, nature of the items and cost of the items. Customer state of mind towards gadgets in view of age gathering, wage gathering, and value drives real part while acquiring the home apparatuses.

Although all the domestic home appliance e manufacturing companies of India were providing home appliance products at or above par than expected by their customers. As quality improvement is a never ending process, governing bodies of these companies should train personnel professionally; upgrade information communication technologies and media channel to improve overall customers’ experiences.

Recommendations

The need acknowledgment group individuals are individuals who are extremely faithful to the shops. They purchase as it were from stores on which they can rely on the item ensure. As they don't keep the items for more than 5 a long time, this group is a potential portion for the market. Advertiser for this situation can utilize limited time advances, rebates credit periods and so forth to move the customers in this portion.

A study on Consumers Buying Behavior towards

- Domestic buy group individuals are dynamic data searchers. They tend to shop more habitually, visit assortment of stores and shows to look at the items, style, quality, cost before they make their last buy choice. Henceforth show of merchandise at stores must match the way of life of the shopper's whom the advertiser expects to approach.

- High innovation ways of life bunch are individuals who are extremely keen on attempting new items and designs. They generally need to be the pioneers. This would dependably prompt to make them sentiment pioneers who in turn would impact the purchasing examples of their associates, companions and relatives. Subsequently advertisers should dependably keep this section individual side by side of the new items presented.
- The preference has significant on customers' purchasing conduct. This gives an unmistakable flag for the maker and advertisers of prevalent brands to maintain their image dedication. The producers of powerless brands should endeavor to discover their purposes behind their disagreeability and wander on methodologies to venture up the piece of the pie in both the investigated and unexplored territories.
- To make progress in the market, it has turned out to be exceptionally inescapable to deliver products in such a way as favored by the client, as purchaser is the ruler around whom the whole advertising action rotates. It can be said that the advanced market is buyer arranged and any item achievement or disappointment is resolved just by the purchasers.

CHAPTER - VIII

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ABOUT THE BOOK

Radio (FM) advertising and marketing is one of the crucial sides of the business, management and social studies. This book is concentrated on communication of message on targeted commuters via FM radio station in big cities. FM radio advertising and its marketing success is calculated with collected database for consumers and home appliances. With This book, we try to reach the outcome with customer orientation, which focuses on companies thinking and activities.

Three elements are taken into the consideration in this study i.e. Radio Marketing, Behavioral marketing and the product marketing in developing cities.

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