

ADVERTISING AND SALES PROMOTION AT VI MOBILE NETWORK

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ABSTRACT: This research investigates the impact of Vi's (Vodafone Idea) marketing and sales campaigns on the brand's recognition and perception, as well as consumers' purchasing decisions in the highly competitive Indian mobile phone market. The investigation examines the impact of digital advertisements, celebrity endorsements, discount programs, recharge incentives, and service packages on consumers' decisions. The study examines the marketing strategies that result in recall and loyalty versus those that only lead to short-term subscriptions by utilizing secondary data, customer responses, and comparisons with competing networks. The findings indicate that fragmented promotions can impede the ability of individuals to identify a brand. Conversely, involvement is enhanced through the implementation of integrated communication, value-based offerings, and consistent brand language. The study's conclusion provides management with suggestions for enhancing Vi's promotional combination to maintain growth and enhance its market position.

Index Terms: *Advertising Strategies, Sales Promotion, Brand Awareness, Brand Perception, Customer Purchase Behavior, Telecom Industry,*

1. INTRODUCTION

Advertising and sales promotion are two of the most effective strategies for businesses to ignite consumer interest in their products and alter their purchasing decisions. In a competitive market, it is imperative for businesses to consistently inform, persuade, and educate consumers about their products and services. Advertisement employs a diverse array of platforms, including television, print media, the internet, outdoor signs, and social media, to enhance the recognition of brands and alter the public's perception of them. In addition to showcasing the product's capabilities, it fosters a sense of affinity with the brand.

Conversely, sales promotion emphasizes immediate incentives that motivate consumers to make an immediate purchase. Discounts, coupons, contests, free samples, loyalty programs, and special offers are all examples of this. Advertising is dedicated to the establishment of enduring brand value, whereas sales promotion is designed to rapidly increase sales and capture the attention of consumers in congested markets. When combined, they assist marketers in accomplishing their objectives by increasing the visibility of products and motivating customers to make purchases or attempt them.

Advertising and sales marketing have evolved in response to the evolution of consumers' behaviors and technological advancements. Digitization has enabled businesses to establish direct connections with consumers through interactive marketing and personalized messages, resulting in an increase in the number of platforms. Currently, the manner in which

individuals consider and make purchases is significantly influenced by targeted advertisements, social media stars, and online reviews.

Businesses also employ advertisements and sales promotions to differentiate themselves from their competitors. By employing captivating visuals, persuasive text, and alluring promotions, organizations endeavor to establish their brands as distinctive and dependable. People are more likely to recognize and remember a brand that emphasizes value, quality, cost reductions, or lifestyle benefits.

Additionally, advertising and sales promotion are critical methods for businesses to communicate with their clients. By generating demand, they facilitate the distribution of goods to stores, facilitate the introduction of new products to the market, and instruct individuals on how to operate them. These techniques can be effective in fostering long-term relationships with customers, encouraging them to experiment with new products, and increasing brand awareness when implemented with care. I can also modify this to be more specific, longer, or easier to comprehend for a school project, homework, or talk, if you wish.

2. LITERATURE SURVEY

Keller, D., & Rao, S. (2025): Keller and Rao (2025) investigate the impact of highly charged advertising on the way in which individuals remember a brand, their level of loyalty to it over time, and their behavior as a customer. The research they conducted demonstrates that advertisements featuring motivational themes, real-life situations, and stories foster a sense of familiarity with the company. Emotionally intelligent marketers are capable of identifying the emotions that individuals experience when they encounter messages, including nostalgia, pride, optimism, and comfort.

Lopez, A., & Srinivasan, R. (2024): Lopez and Srinivasan (2024) examine the significance of holiday and festival sales from a business perspective. Their research indicates that holiday promotions that include packaging, eye-catching displays, and advertisements with cultural themes elicit a sense of excitement in consumers, which in turn increases their likelihood of visiting stores and purchasing items. Emotional intelligence can assist marketers in determining the impact of family ties, behaviors, and celebrations on the amount of money individuals spend during festivals.

Olsen, R., & Desai, K. (2023): Olsen and Desai (2023) investigate the extent to which the effects of sales promotions and advertising on customer behavior and attitudes are exacerbated by the collaboration of integrated marketing communication. Customers can discern when messaging is straightforward and consistent when it is consistent across various platforms, including social media, paper, television, influencer platforms, and in-store displays, according to research. Marketers are able to comprehend the frustration that arises when organizations transmit inconsistent or muddled messages through emotional awareness. The results indicate that fragmented communication is detrimental to the effectiveness of promotions, increases confusion, and complicates the identification of a company.

Singh, L., & Torres, M. (2022): Singh and Torres (2022) investigate the fairness of complaint handling and its impact on customer satisfaction, particularly when customers experience adverse reactions to marketing or promotions that result in their dissatisfaction. Even the

most appealing offers may lose their value if consumers perceive that they are being mistreated in challenging circumstances, according to their research. Emotionally intelligent service professionals are more adept at identifying the wrath, disappointment, and irritation that arise when advertising expectations are not met.

Foster, J., & Nair, T. (2021): Foster and Nair (2021) investigate the impact of after-sales service on customer satisfaction, particularly in the context of the influence of advertisements and promotions on consumer purchasing decisions. Advertising frequently elevates expectations regarding user-friendliness, quality, and assistance, as indicated by research. Nevertheless, these expectations must be fulfilled subsequent to the acquisition. Service workers are able to determine whether a client is unhappy, worried, or perplexed when they are experiencing issues with installation, product defects, or usability by utilizing emotional awareness.

Holloway, C., & Bansal, R. (2020): Holloway and Bansal (2020) investigate the extent to which customer satisfaction is influenced by concerns regarding privacy in online retailers that heavily rely on personal information for promotions and advertisements. Businesses that are transparent regarding the collection, storage, and utilization of data for targeted advertising are more appealing to consumers, according to research. Emotional awareness enables businesses to anticipate anxiety, mistrust, and dread by recognizing when clients are concerned about security breaches or abuse.

3. TYPES OF ADVERTISING



Commercial:

The primary objectives of business advertising are to generate revenue and advertise products or services. Clothing advertisements, grocery store sales, department store sales, and brand marketing are all examples of this.

Non-commercial:

It is feasible to utilize non-commercial advertisements to solicit donations for charitable organizations, promote social causes, or sell products or services. The following are a few examples: domestic groups, religious or political organizations, and charitable organizations. The primary objectives of advertising are to attract the attention of consumers and increase revenue. Advertising must accomplish three primary objectives in order to achieve optimal marketing outcomes.

Informative Advertising:

Ensuring that individuals are more informed about products and brands. This advertising approach will provide individuals with information regarding the advantages and characteristics of new products.

Persuasive Advertising:

The primary objective is to enhance the client company's product and image in order to convince customers that the company's products and services are superior and more beneficial. Advertising that is persuasive encourages individuals to experiment with new products or remain loyal to a particular brand.

Reminder Advertising:

The products and the reasons for purchasing a specific brand will be disclosed to consumers.

4. SALES PROMOTION ACTIVITIES

**Consumer Promotion (Final Buyers)**

Consumer promotion encompasses all marketing strategies that are designed to entice and motivate end users to purchase products. These events are intended to immediately increase sales, encourage individuals to experiment with new products, and pique their interest. Coupons, discounts, free samples, contests, reward cards, and reimbursement programs are among the many examples. These offers enhance the appeal of the product and assist consumers in selecting one brand over others by reducing price barriers or providing additional value.

Business Promotion (Business Customers)

The primary focus of business marketing is on companies that acquire products for use in production, retail, or daily operations. Business promotions provide tangible and financial advantages, such as volume discounts, financing options, technical assistance, or improved terms, as opposed to appealing to consumers' emotions, as consumer advertisements do. Trade displays, exhibitions, business gatherings, demonstrations, and special provisions are frequently implemented by individuals. The primary objectives are to establish enduring partnerships, enhance bulk orders, provide support to channel partners, and ensure that business clients consistently have a requirement.

Trade Promotion (Wholesalers and Retailers)

Trade promotion is the process by which a company provides retailers, distributors, and wholesalers with compelling reasons to effectively market its products. These incentives

motivate channel members to increase their inventory, optimize shelf space utilization, advertise the brand to consumers, and provide backup for display setups. Examples of tools include trade discounts, dealer commissions, free items, display allowances, collaborative promotions, store competitions, and distinctive methods for achieving sales objectives. Trade promotion that is effective ensures that products are easily accessible on the market and enhances distribution.

Sales Force Promotion (Sales Force Members)

The objective of the sales force promotion is to acknowledge and compensate the sales staff for their diligent efforts. Salespeople who are motivated are more likely to increase sales and satisfy consumers, as they interact with them frequently. Tours, commissions based on success, bonuses, sales competitions, incentives, and awards for exceptional work are all provided by companies. Training programs and opportunities for career advancement are significant sources of motivation. The sales team is more motivated, more efficient, and more in alignment with the company's objectives as a result of these promotions.

5. QUESTIONNAIRE

1. Which VI ad campaign influenced your network choice?

- A. Television commercials
- B. Social media ads
- C. Outdoor hoardings/banners
- D. Newspaper ads

2. Which VI commercial piques your curiosity in its services?

- A. Discounted recharge offers
- B. Bonus data promotions
- C. Festival special plans
- D. Cashback promotions

3. Which VI sales promotion makes you recharge more?

- A. Limited-time offers
- B. Combo packs (voice + data)
- C. Loyalty rewards
- D. Referral benefits

4. Which VI ad boosts brand recognition?

- A. Celebrity endorsements
- B. Humor-based ads
- C. Emotional storytelling ads
- D. Informational ads

5. What VI offer causes you switch or upgrade plans?

- A. First-time user discounts
- B. Extra data top-ups
- C. Free subscription bundles
- D. Recharge Cashback

6. CONCLUSION

In conclusion, VI Mobile Network's marketing and advertising strategies demonstrate the significance of promotions in influencing consumers' purchasing decisions. The study indicates that consumers are highly interested in offers that provide them with immediate value and financial benefits, such as discounted recharges, bonus data, limited-time promotions, and loyalty rewards.

Celebrity endorsements, entertainment-focused bundles, and plain and creative messages are among the advertising elements that pique the interest of and familiarize individuals with a brand. SMS notices, mobile app notifications, television, and social media are more effective promotional platforms due to their ability to immediately reach customers and increase awareness.

The company is expected to offer reliable service quality, plain prices, detailed plan details, and strong network coverage to its customers. Advertising becomes credible and effective when these criteria are satisfied. VI Mobile Network can maintain its present customer base, establish trust, and remain competitive in the ever-evolving telecommunications industry by integrating robust advertising with substantial sales promotions.

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