

## **The Impact of Advertisements Among Zoom International Customers: Basis for Sales Growth**

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### **ABSTRACT**

*Advertising is very important in every business because it helps the public remember a company and its products. A product being offered will not be visible in the market without advertising. This study aimed to determine the impact of advertisements among Zoom International customers, basis for sales growth in terms of brand awareness and its effect to the customers. A survey was administered to one hundred thirty-three respondents. The results showed that most of the respondents are male and were from the ages 25-44, majority of them was employed, purchasing Zoom International product monthly and from the town of Sto. Tomas and Tanauan City, Batangas. Sets of data were tallied, tabulated, encoded and interpreted accordingly using frequency distribution and percentage, weighted mean, and Spearman rho correlation. Significant results revealed that the business has considerable level of advertising to the customers. There is no significant relationship derived from the demographic profile of the customers. This study also revealed that there is a significant relationship between the awareness and effectiveness of Zoom International advertisement among customers by having a p value of .001. The researchers recommended that Zoom International company developed more strategies on advertising based on the findings and general recommendations to fully sustain customer awareness.*

*Keywords: Radio frequency identification, electronic attendance, electronic logs, logging system, short messaging.*

### **INTRODUCTION**

Advertising is very much used in every business company today. It is a way for sellers to communicate to their buyers as well as exchange and deliver business information to other people. Advertising provides what the customers needed in terms of information about products they prefer in terms of its availability, qualities and many more. In today's generation, products and brands from different companies won't be visible to the customers' eyes and catch their attention without advertisements.

Advertisements help the sellers to introduce their products in many ways. It gives an advantage to companies especially in the existence of strong competitions between huge companies that carry big names that mostly appear in different market and creates changes in the world of technology.

In the current times, the most seen and effective advertisement is internet or online advertisements. The advantage of internet advertisement is that most people are into digital technology these modern days so population in the online world is also growing. Different advertisements appear in various social media platforms like YouTube, Facebook, and Instagram.

In advertisements, it is necessary to clearly show the product's physical attributes, its designs, graphics, benefits, and overall features. The product packaging is the apple of the customer's eyes during advertisements. Sometimes customers have habits of purchasing items even if they do not really need it but because their attention was caught. Advertising is an asset in any business where it can create concepts and ideas on how a product can be shown and attract customers.

Zoom International Co. consistently upholds its vision of creating and cultivating an immense network of entrepreneurs who are taught to become competitive worldwide as outstanding leaders and brilliant businessmen. To ensure the leadership sustainability in the market, the company continues to develop and improve its goods and services to match the growing demands of the ever-growing market.

This research delineates the customer purchase behavior in Zoom International Perfume Company in Tanauan City, Batangas. The purpose for composing this study is for the company and distributors to

broaden their knowledge and information about the positive effects and impact of Zoom International advertisement basis for sales growth towards co-members.

### **Review of literature**

Otugo, et al (2015) stated that, the rapid growing of social networking sites had caused too much change in the way marketers as well as advertisers promote their goods and services. This also affects customers where they had a change of purchasing decisions. In the study, it was also found that the level of customer advertising awareness, customer attitudes and habits are continuously developing towards advertisements. The findings stated that the youth experience some “attention challenges” while seeing the advertisements. Although they notice that the social media ads are efficient, most of them has a perception of not buying the product or they would visit a website or an application and just like an item recommended by friends.

In the study of Malik et. al (2013), he revealed that consumers especially teenagers are more concerned and conscious about the product brands they choose. Study said that they prefer to buy branded products which they believe describes and symbolizes their personality. Therefore, brand image under brand equity and advertisement have a strong positive impact on consumer behavior.

In the study of Huang and Sarigöllü (2014), they revealed that recall and recognition of consumers towards the brands are also a part of brand awareness. Brand recognition is a term for consumers every time they recognize a brand. It also requires the consumer to know the brand when they are making purchase. While brand recall is a term that consumers will remember the brand when they are deciding without preparation. Also, Brand recall infer that costumers go through deciding while buying a product.

### **Objectives of the study**

This study aims to determine the demographic profile of customers of Zoom International Tanauan City, Batangas Branch in terms of sex, age, the frequency a customer buys a product of Zoom International, location, employment status; to measure the level of company advertising awareness on consumers.; to determine the effect of Zoom International advertisement on the consumer; to determine the significant relationship between advertising awareness and its effect in terms of advertisement; and to provide an action plan and recommendations to Zoom International.

## **METHODOLOGY**

This study utilized a quantitative research approach. The respondents were the costumers of Zoom International- Tanauan Branch comprising of one hundred thirty-three (133) respondents, male and female. These respondents are the ones who are knowledgeable enough to answer the given questions. They answered the questionnaire that the researchers gave them which supplies the information needed by the researchers. A self-made questionnaire was used in the study with three parts. First part asks for the respondents’ demographic profile. The second part determines the awareness on Zoom International advertisements while the third part asks for the effect of Zoom International advertisements basis for sales growth. It was validated using a reliability test with a Cronbach Alpha of .952 which means that it is valid and reliable.

The data collected were tabulated and analyzed using frequency percentage for the demographic profile; weighted mean for describing the impact of the advertisement to customers; and Spearman rho correlation to determine the significant relationships of the variables.

## **RESULTS AND DISCUSSION**

Table 1 shows the demographic profile of the respondents. The data gathered shows that most of the respondents are male and aged 25 to 44 years old. The results also showed that the respondents prefer to buy Zoom International's products monthly rather than other times. Most of the respondents were employed and located around Tanauan and Sto. Tomas area.

Table 1. Demographic profile of the respondents

	Frequency	Percent
Sex		
Male	73	55
Female	60	45
Age		
18-24	53	39.9
25-44	74	55.6
45-above	6	4.5
Frequency		
Weekly	29	21.8
Monthly	64	48.1
Quarterly	39	29.3
Yearly	1	0.8
Employment Status		
Employed	56	42
Unemployed	22	17
Self-employed	19	14
Student	36	27
Location		
Tanauan	42	32
Sto. Tomas	41	30
Laguna	20	15
Lipa	30	23

Based on the data gathered, the respondents strongly agreed and that they were aware of Zoom international's advertisements with a weighted mean of 3.59. Also, few of the respondents agreed that they got aware of Zoom International advertisement through social media, having 2.99 mean.

Table 2. Awareness on Zoom International's advertisements

	Weighted Mean	Verbal Interpretation
Generally speaking, I like Zoom International's Advertisements	3.59	Strongly Agree
After seeing their advertisement, I plan to associate with their other advertisements.	3.57	Strongly Agree
Zoom International's advertisement impressed me a lot.	3.44	Strongly Agree
Zoom International's advertisement contains a huge amount of information	3.41	Strongly Agree
Their advertisements attracted me.	3.36	Strongly Agree
After seeing their modes of advertisement, I want to get more information about Zoom International's Product	3.17	Agree
After hearing about their brands, I seek for more advertisements of them	3.11	Agree
Before I see the advertisement, I am already familiar with their products	3.09	Agree
Through modes of advertisement (flyers, Tarpaulin, public speaking, etc.).	3.01	Agree
I have known more about Zoom International's Product	3.01	Agree
I got aware of their advertisements through social media	2.99	Agree
Composite Mean	3.27	Strongly Agree

As gleaned on Table 3, the respondents strongly agreed that they feel the advertisements can increase brand loyalty with a weighted mean of 3.72. The results further revealed that the respondents realized that the advertisements are necessary for them to know about the company goods and the respondents believe in the product endorsed by the people who use the product. Also, few of the respondents agreed that they search for more information on the products because of their advertisements and they will be more likely to try the product, having 3.56 weighted mean

Table 3. Effect of Zoom International advertisements

	Weighted Mean	Verbal Interpretation
I feel their advertisements can increase brand loyalty	3.72	Strongly Agree
I got loyal to the products/brands I buy	3.71	Strongly Agree
I believe in the products that are endorsed by the people in Zoom International	3.67	Strongly Agree
I realized that their advertisements are necessary for me to know about their goods	3.67	Strongly Agree
Zoom International's advertisements are impactful and effective to consumers	3.63	Strongly Agree
The quality of their products is as good as what I expected from their advertisements	3.63	Strongly Agree
I think I will repurchase Zoom International's product	3.63	Strongly Agree
I am encouraged to buy their product	3.56	Strongly Agree
It will be more likely for me to try their product.	3.56	Strongly Agree
I will search for more information on the products because of their advertisement	3.56	Strongly Agree
Composite Mean	3.64	Strongly Agree

Table 6 shows that there is a significant value between the awareness and effectiveness of Zoom International advertisement among customer with a p-value of .001

Table 4. Relationship of awareness on advertisements and its effect to customers

	Rho-value	p-value	Interpretation
Awareness on Advertisement VS Effect on Customers	.393	.001	Significant

### CONCLUSIONS

The demographic profile of the respondents in terms of sex shows that there are more male respondents than female respondents. Believing that men are more engaged in answering survey questionnaires and prone to fragrance market, especially the young adult men. The age of the respondents shows that majority of the respondents were ranging from 25-44 years old and the least number of respondents were ages 45 years old and above. The frequency of consumers buying Zoom International's product shows that they prefer to buy Zoom International's product monthly and the least frequency of customers buying Zoom International product were yearly.

While in terms of their employment status, the greatest number of respondents are employed. in terms of location, the results show that there are more respondents in Tanauan and Sto. Tomas and the least

number of respondents were from Lipa. Also, respondents were aware of Zoom International's advertisements.

The respondents realized that the advertisements are necessary for them to know about the company goods and the respondents believe in the product endorsed by the people who also use the product. The awareness and effect of the advertising of Zoom International are significant.

The awareness and effect make an advertisement impactful to customers. The respondents also liked and think that Zoom International's advertisements are effective. As for the effectiveness, the respondents think that the advertisement can increase brand loyalty and they got loyal to the products that they buy.

For the company, Zoom International and the distributors, the researchers believe that based on the results gathered, the lack of awareness should be prioritized as the respondents weren't aware at first that there are modes of advertising by Zoom International, also the lack of information presented should also be improved so that the respondents would be satisfied more and being responsive in each of the customer's concerns by uploading more videos about the company and the product using social networking sites. The researchers also recommended that the company should produce and offer more scents for female customers so that they would be more engaged and interested.

For the distributors, the researchers recommend that the publicity and the word of mouth like product and membership seminars should be improved and focus on customer oriented and customer-initiated touch points so that they would be more effective.

Future researchers may use a combination of quantitative and qualitative research design and other statistical tools that not utilized in this study and add additional questions if they plan to expand the scope of their research to access the demographic profile of customers buying the product of Zoom International.

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