

A PROJECT REPORT

(18MBAPR407)

on the Topic

A Study on Effectiveness of Advertising of IFFCO-TOKIO General Insurance

Company Ltd

By

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USN: 1CR18MBA13

MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION



Under the Guidance of

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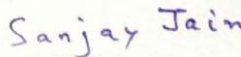
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CERTIFICATE

This is to certify that **Mr. Diveej G P** bearing USN **1CR18MBA13** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A STUDY ON EFFECTIVENESS OF ADVERTISING OF IFFCO_TOKIO GENERAL INSURANCE COMPANY LTD”** is prepared by him under the guidance of **Mr Kathari Santosh**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


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1) Name of external evaluator

Signature with Date

2) Name of internal evaluator



To Whomsoever It May Conceren

This is to certify that **Mr. Diveej GP (USN NO.: 1CR18MBA13)**, 4th Semester MBA, CMR Institute of Technology, BENGALURU, affiliated Visvesvaraya Technological University, has completed project in "**A Study On Advertisement Effectivness Of Iffco Tokio**", Bangalore, from January 2, 2020 to February 16, 2020 under the guidance of **Mr. Prathap Kumar GV**.

During Project Work Period we found, Diveej GP to be sincere and hardworking.

We wish him all the very best in his academic and career endeavors.

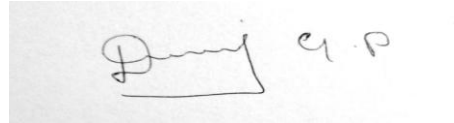
For IFFCO-TOKIO General Insurance Ltd.


IFFCO-TOKIO GENERAL INSURANCE LTD.
Authorised Signatory BANGALORE

IFFCO- TOKIO General Insurance,
SAI RANGA Building, 5th Cross, T.G. Extension Hoskote, Bangalore Rural, 562114

DECLARATION

I, Mr. Diveej GP hereby declare that the Project report entitled “**A Study on Effectiveness of Advertising of IFFCO-TOKIO General Insurance Company Ltd**” prepared by me under the guidance of Mr. Kathari Santosh, faculty of MBA Department, CMR Institute of Technology and external assistance by **Mr. Prathap Kumar GV, Asst. Manager IFFCO-TOKIO General Insurance, Bangalore**. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Diveej GP' written in a cursive style.

Place: Bangalore

Mr DIVEEJ GP

Date: 30-06-2020

USN:1CR18MBA13

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, **Mr. Kathari Santosh**, CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **Mr. Prathap Kumar GV, Asst. Manager IFFCO- TOKIO General Insurance, Bangalore**. This helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavor would not have been possible.

Mr DIVEEJ GP

USN : 1CR18MBA13

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EXECUTIVE SUMMARY

Advertisement is one of the most important thing that should be taken care in any organization, Effectiveness of advertisement can be achieved only when the organization is concentrated to meet the expectation of the customer with the quality of the service offered by the company. Hence it is very important for the company to understand their customer and buying behaviour and attitude towards availing the services offered by the company.

Advertising is to meet their expectation is one of the major concepts in an organization that should concentrate on. Only when the organization meets the expectation of the consumer they can achieve the Targets, which will further lead the growth of the company, Advertising will not only help the company in their growth but it will also helps the company to retain their existing customers and to attract the new customers.

The project is a mandatory requirement to fulfil the requirements of the Master of Business Administration Course initiated by Visvesvaraya technological university. This project is to help the students and company understand the effectiveness of Advertisement in IFFCO-TOKIO General Insurance company, along the problem statement, the aims, objectives, scope, significance and limitations of the study. The introductory chapter concludes with details of the chapter scheme of the thesis.

The aim of this project is to make research on the level of customer satisfaction towards the services offered by the company and to maintain and improve the service by providing various suggestions to the organization based on the research conducted

CHAPTER 1

INTRODUCTION

INDUSTRY PROFILE

In India, Insurance was commenced without any directive in 19th Era. Few British Insurance organizations dominating the market serving in most cases huge city. Later the Liberation. In 1956 life insurance was started, later in 1972 general insurance organizations were nationalized and in 1999 personal insurance were got permission to commercial enterprise with 25% holding with foreign company and later increased to 49%.

Insurance Industry is classified into 2 elements, Life insurance and General insurance. In 1850 the first insurance firm started by British in Kolkatta. In this time many insurance firms were started in India are;

- In the year 1907 Indian Mercantile Insurance limited established, the employer who transact lessons of insurance business.
- Later in 1957 insurance association was decided to frame a code of conduct for confirming honest business performs.
- In the year 1968 insurance act was revised to adjust solvency margins and the advisory committee set up.
- In the year 1972 the general insurance firm was nationalized in India.

MILESTONE OF INSURANCE REGULATION IN THE 20TH CENTURY

- In the year 1912, life insurance act was passed in India
- In 1938, the insurance act was amendment to alter insurance firms in India.
- Later in 1972, insurance firms were nationalized.
- Malhotra committee was in the year 1994.
- In the year 1995 Mukherjee committee was setup.

- In 1996, IRA was established as regulatory body for insurance companies.
- Mukherjee committee prepared report and not published in 1997.
- In 1997, authorities give importance to life insurance and general insurance and its holdings relating to reframing of boards in funding norms.
- In 1998, parliament makes a decision to permit 40% of equity in private firms, 26% overseas organizations and 14% NRIs.,.
- In the year 1999 committee which was supervised by Murali Deora comes to decision that the foreign private insurance firms constrained to 25%. The IRA invoice is retitled the insurance regulatory and development Authorities.
- In 1999. IRDA bill was by Parliament house.
- In 2000, IRDA bill was got accepted by President of India.

Competitors

- Royal Sundaram alliance insurance company limited (23.10.2000).
- Reliance General insurance company Limited (23.10.200).
- TATA AIG general insurance company limited (22.01.2001).
- Bajaj Allianz general insurance company limited (02.05.2001).
- ICICI Lombard general insurance company limited (03.08.2001).
- Max Bupa Health insurance company limited.
- Chola MS General Insurance company limited.

Characteristics of Indian General Insurance market.

- ❖ Much less marketplace penetration.
- ❖ Developing center magnificence thing in people.
- ❖ Increase of user motion with a growing huge demand for best insurance products.
- ❖ lack of information automation for commercial enterprise.
- ❖ India is one of the slightest insured nation though the probable for further increase.
- ❖ Generally, 70% of claim settlement were quick in India compare to any other country.
- ❖ 0.71% share of GDP will come from Non-Life premium.
- ❖ Private insurance firms are earned more than 10 billion income.
- ❖ Partly of the huge demand are from the private firms.

ORANIZATION PROFILE

ABOUT THE COMPANY,

IFFCO-TOKIO general, insurance, company was started in 2000. Dec with an idea of building consumer fulfilment through fairness, transparency and quick response. It is a combined undertaking between the Indian **Farmers Fertilizer Co-Operative (IFFCO)** and its subordinates and **TOKIO Marine** and Nichido **Fire Group** which is also the largest listed insurance group in Japan.

At present IFFCO TOKIO, General Insurance has 173 Strategic Business Units,” , ‘BIMA Kendra’ and 20 regional office. It proposals extensive variety of unique modified policies covering a range of consumers.

Iffco – Tokio, marketing team offer, an admirable pathway and a fast track growth by rewarding the high performers and thus encouraging growth.,,

The ,products under the Retail Lines, cater to the insurance needs where the insured an individual or small/medium.

Corporate Identification Number	U74899DL20000PLC107621
Name	IFFCO-TOKIO General Insurance Company Limited
Registration of Certificate	R o C-Delhi
IRDA Reg. NO.	106
Registration Number	121571
GST Number	29AAACI15734128
Firm Class,	Company, Limited by Shares,
Firm Sub Class,	Non-Govt., Company
Class of Company,	Public,
Authorized Capital (in Rs.)	Rs.,2,00,00,0,00, (Two Crore Indian Rupees)
Paid, up Capital (in Rs.)	Rs.50,00,0,00(Fifty Lakh Indian Rupees)
Number of Members	–
Date of Incorporation	1 st August 2000
Listing Status	Unlisted
Address 1	Registered Office: IFFCO SADAN C1 Distt Cent Saket, New Delhi 110017

Address 2	SBU Office: SAI RANGA Building, 5 th Cross, T.G. Extension Hoskote, Bangalore Rural 562114
City	Bangalore Rural, Hoskote
State	KARNATAKA
Nation	INDIA
Pin code	562114, 110017
Listed or not	Unlisted

BACKGROUND

INDIAN FARMERS FERTILIZER CO-OPERATIVE LIMITED

Indian Farmers Fertilizer Co-operative limited is nicely referred to as per in a large-approximately 36000 co- operatives in states, and primary degree spread in 22 states. The plants are located kalol, kandla, phulpur and aonla that have stayed continuously at, a capability usage of more than 100% for the beyond main years.

TOKIO, MARINE, GROUP

The company is rated 'AA' (sturdy financial safety features) by the international score business enterprise wellknown & negative's.Tokio Marine has regularly serving as one of the important additional coverage agencies to the nationalised Indian coverage market. The main purpose of the corporation are as comply with,The Tokio Marine & fire insurance organization. Has over one hundred and twenty years of Expreiene in wellknown insurance business and is the major and oldest standard insurance agency of Japan. it's far a member of the huge and extremely assorted Mitsubhi organization including of over.

- ❖ To gain the FAITH of each one, Exchange, Enterprise and Trade and secure Citizens, Private segment, Co-operative and Foreign investors in India.
- ❖ To constructing consumer pleasure through fairness, Transparency and quick response.
- ❖ Imparting modern products and service to fit each consumer's want.
- ❖ Growing a spot within the rural phase.
- ❖ Cost aware and price competitive.

GROWTH OF BUSINESS

Iffco and Tokio Marine and Nichido Fire Group are joint venture. Firm was started in Dec 2000 in India and at present across 350 towns in India. The industry continuously expanding its business to reach out its customer.

Advantages of IFFCO-TOKIO General Insurance Co. Ltd

- ❖ Services are penetrated to rural side
- ❖ Providing various customized service
- ❖ It operates as customer focused
- ❖ Services are digitally enabled to customers
- ❖ Best and quick assistance to customer.
- ❖ 24/7 assistance to customers.

As considered one of the overall General insurance in India. IFFCO TOKIO caters to each one throughout demographics of the nation and private sector. Its huge range offerings that past insurance. The firm is not bringing coverages penetration, with its advanced virtual and cell packages recognized for its claim and customer service degrees, the organization's maximum claims paying capability and has powerful position. The enterprise has a best focus on customer centricity and goals at delivering advanced price with an exceptional and wrong experience for purchaser in each rural and urban.

VISION, MISSION & VALUES,

IFFCO TOKIO, is dedicated to presence a corporation and brand, of huge status on the origin of its truly outlined goals of performance

VISION,

To be the industry,leader by building customer satisfaction,through fairness, transparency, and quick, response.,

MISSION,

To gain the faith of each individuals, trade, organization and market and secure residents, private sector, co-operatives and foreign,investors in India.,

VALUES.

IFFCO TOKIO have confidence in that best rivalry is the integral foundation for presenting authentic to customers and is dedicated to improvement of the Non-life basis insurance segment by greatest practice and yardstick creativities that boost the customer's eminence of life.

PRODUCT/SERVICE PROFILE

1. Personal Accident
2. Family Protector
3. Trade Protector
4. Motor commercial
5. Motor cycle/Scooter
6. Surgery Protector
7. Crop

insurance

SWOT ANALYSIS

SWOT analysis is used to understand a business enterprise's competitive position with the aid of finding out its strengths, weaknesses, possibilities and threats. especially, SWOT analysis is a foundational work model that measures what an enterprise can and can't do, and its capability opportunities and threats. it's miles a device as a way to be used to task and making decision for over available of solution in alternate and institute. on this evaluation, it manages entire enterprise to recognized the fantastic and terrible studies reviews influencing internal out facet of enterprise trades.

S - STRENGTH W - WEAKNESS
O - OPPORTUNITY T - THREAT.



Strength

- The variety of Service is increasing.
- Health, micro insurance facing a boom.
- Customer satisfaction mandatory.
- Prospects expect more services from their Agents.
- Cost of premium are increasing and so are commissions

Weakness

- Increasing trend of financial weakness among the firms.
- Urban area penetration is low.
- Insurance organizations regularly y slow to respond to converting wishes

Opportunities

- Capability to cross promote monetary provider slightly being tapped.
- Improved technology-paperless transaction available.
- Innovation covers on offer-HIV, terrorism.
- The customer's growing essential for an "insurance advisor" can open new approaches to facility the patron and make profits.

Threats

- The growing rate and need for insurance might hit a point, a backlash, will occur.
- Government, guidelines on troubles like health care, and terrorism can alternate path of insurance.
- Increasing,charges and lower earnings profits will hit smaller coverage organizations.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

What is General Insurance?

An insurance covering property and liability risks is a general insurance or non life insurance. Instead of being a fixed sum as in life insurance, the payments made by insurance companies based on loss incurred.

General insurance is a social device in which uncertain risks of individuals can be combined in a group and therefore small a periodic contribution can be made by individuals who provide a fund which those who suffer losses can be reimbursed.

Advanced Learner's Dictionary posited that “the General insurance is an undertaken by a company, society or the state, to provide safeguard against loss, provision against sickness, death, etc., in return for regular payments.

It is essential to defend one's assets, which one may have acquired from one's hard earned income. A loss or harm to at least one's property can depart one shattered. Losses created by means of catastrophes which includes the tsunami, earthquakes, cyclones and many others. have left many homeless and penniless. Such losses may be devastating however insurance could help mitigate them. belongings can be protected, so also the human beings in opposition to non-public coincidence. A medical health insurance coverage can provide monetary alleviation to someone present process medical remedy whether because of an ailment or a harm.

KINDS OF INSURANCE

Insurance can be categorised into two types,

1. Life Insurance
2. NON-life coverage / General insurance

LIFE INSURANCE

Term life insurance provides insurance for a limited period of time, the applicable term. After that length, the insured can drop the coverage or pay yearly growing rates to preserve the coverage. If the insured dies throughout the time period, the death

advantage could be paid to the beneficiary. Term coverage is regularly the cheapest way to buy a tremendous death advantage on a coverage quantity per top rate greenback basis.

Term insurance features in a way just like maximum different sorts of coverage in that it satisfies claims in opposition to what's insured if the rates are up to date and the contract has not expired, and does not assume a return of premium dollars if no claims are filed. for instance, auto coverage will satisfy claims towards the insured in the occasion of a coincidence and a domestic proprietor coverage will satisfy claims against the home if it is damaged or destroyed through, as an example, an earthquake or fireplace. whether or not or not these occasions will arise is unsure, and if the coverage holder discontinues coverage due to the fact, he has offered the insured automobile or domestic the coverage company will now not refund the top class. that is simply hazard protection.

NON-LIFE INSURANCE / GENERAL INSURANCE

Basically, non-life or general insurance is all about making matters insured which are aside from life. All coverage except existence insurance comes beneath widespread coverage. standard coverage is, extensively, insurance, which does not encompass any investment detail, and covers chance of different herbal, character, political and financial dangers. the overall insurance merchandise for people encompass fitness, domestic, journey, scholar, motor, coincidence and different commercial enterprise insurance. Shopping for well-known coverage rules are a provision in case of any uncertain loss that could come up for the duration of the ordinary route of activities. as a result, an insurance cowl rids you of the anxiety and the financial burden which you could go through in case of a calamity.

The nonexistence coverage enterprise in India has grown above 80% in the remaining 5 years. With eighty-one% contribution, public zone organizations accounted for nearly the complete marketplace proportion. however, the personal region corporations needed to content with a meagre 19% of marketplace percentage.

FACTORS OF GENERAL INSURANCE

business, as certainly lifestyles in general, is subject to diverse varieties of danger and uncertainty. it's miles difficult to recognize while any loss through way of coincidence or dying may befall a person. insurance is method of presenting towards loss caused by natural or manmade elements. insurance has come to occupy an essential region in the easy going for walks of the enterprise.

1. **COMPETITIVENESS:** A businessman who has insured in opposition to a possible loss in enterprise can be greater confident in managing its affairs. He knows that despite the fact that his compensate and keep him from possible wreck. accordingly, the businessman can find the money for to be bold and unconventional in decision to fulfil and beat opposition.
2. **DISTRIBUTION OF RISK:** In case of loss to the insured from any chance protected beneath the agreement of coverage, he is paid by way of the insurer the quantity of loss as much as the sum confident however he himself endure the effect of such. He handiest distribute the loss suffered and insured character among others who are exposed to comparable chance and who've insured in opposition to such threat. accordingly, insurance is a try at pooling of chance beneath which a massive range of people make contributions to a fund out of which repayment is paid to the people suffering a selected form of loss.
3. **SAFETY:** insurance secures the insured character in opposition to threat of loss due to going on of an uncertain event. which means a businessman can carry on his operations without traumatic about a possible loss. He can even take calculated hazard in walking and improvement of his enterprise.
4. **LOAN FACILITY:** insurance companies offer loans against the safety of guidelines issued by way of them. shopping for a residence, creation of residence etc. are the few Examples. coverage corporations also offer

underwriting facility in case of trouble of stocks, debentures and so forth.

5. **PROMOTION OF FOREIGN TRADE:** transport of products from one country to every other is beset with diverse risks. Coverage performs an important position in masking these risks to enhance foreign change.
6. **OPTIMUM USE OF AVAILABLE CAPITAL:** If a commercial enterprise is adequately insured, there may be no need to set apart capital for use in case of an enterprise loss. This is because inside the event of loss, the business will receive sufficient cash from the insurer to address the lack of capital. In other words, complete capital at the disposal of the business can be making use of in its operations to earn higher earnings.
7. **SOCIAL WELFARE:** Insurance is a small well-wearing effort to promote social good. It encourages people to provide for the future, such as old age, education and marriage of children.

GENERAL INTRODUCTION

The word advertisement is resulting from the Latin word “advert ere” which means to turn consideration to a specified thing. Advertisement is the art of doing products/service to the world in best way that desire is created in the minds of the public to buy that product. Advertising is therefore essential for creating and maintaining demand for the products. Advertisers and government agencies that advertise to various target publics. advertisement is a form of persuasive verbal exchange with the general public. The conversation is normally one-facet, in a single course from the advertiser and to the public. The participants of the general public are loose to reply to it in their very own way, the reaction is a character or circle of relative’s level. there is little or no speak with the public. at the same time in particular in a democracy, with a marketplace economy, such verbal exchange is needed. in order that wise alternatives are made.

THEROTICAL FRAME WORKS OF ADVERTISEMENT

Advertisement has been turning out to be an extraordinary influence on our society supporting it select from an extensive and extraordinary array of services and products that have flooded the market. Advertising and marketing and enterprise are supportive to each different and enjoy a symbolic relationship.

An Advertisement is a shape of persuasive verbal exchanges the public. The conversation is usually one-facet, one path from the advertiser and to the general public. The members of the general public are free to respond to it of their personal manner, the response is at a character or circle of relative's stage. there's no talk with the general public, advertising and itself upon the general public.

The word advertising is derived from two Latin words "Ad" means "towards","verto" means "turn". Literally it means to turn the people's attention to a specific thing. Through an advertisement, the advertiser intends to spread his idea about his products offering among his & prospects.

The advertisement ought to capture the attention of its audients. The achieve this; the advertisement has to provide the target audience the data this is of interest to them. They may give them new data or it can help the data is already having or it can try to change their present view or faith. It may also be vital that the audience sees the advertisement and interprets it in a way encouraging to the advertiser.

DEFENTION

The American Marketing Association posited advertising as "any paid from of non-personal presentation of idea, goods or services by an identified sponsor".

In the words of Stanton "advertising consist of all the activities involved in presenting to a group of personal, oral or visual, openly sponsored message reading a product, service or idea. The message called an advertisement is disseminated through on e or more and is paid for by the identified sponsor".

Richard F. Taflinger stated that "Advertising is the non-personal communication of information usually paid for and usually influence in nature about product and services or ideas by identified sponsors through the various media."

Basic characteristics of Advertisement

Advertising has certain basic characteristics such as;

- ❖ It is a distinctive means of non-personal or huge communication broadcasting the sale products and services. Advertising is helping to present a new product hurriedly.
- ❖ The advertisement is non-personal salesmanship accomplishment same functions like personal salesmanship, advertisement is a silent but influential salesmanship.
- ❖ It is willingly pay for sales communication regarding any product or service i.e. the sponsor can be recognized.
- ❖ Advertisement is a paid communication by the advertiser to all communication media (seller advertising space)
- ❖ Advertisement is communicating to larger number of people at a specific time that may reach to readers, listener and viewers, collectively called audience of advertisement. It has capability to expose to huge population at minimum cost.

ELEMENTS OF ADVERTISEMENT

Non-personal communication

Non-personal communication is an enormous communication that reaches a vast population. It is very fast advertising. It reaches to majority of people. The communication is to pass quickly to advertiser in a lesser period to thousands or lakhs of people.

Matter of record,

Advertisement of is equipping data for the group and it explains group of people and feel them satisfactory.

Paid form of publicity

Advertisement is the tough task for organization because they have to spend huge money in the form of presentation. The sponsor has to pay for advertising to other persons whose media are employed and the transactions are commercial.

Persuasion of the buyers

The advertisement is influencing the people to purchase the goods that were advertised. It is an art of influencing the customer behaviour.

The advertisement must be able to convince buyers to buy the advertised goods. It is an art of influencing human action, a desire to possess one's product emerges.

Identifiable with sponsor

Advertising with your sponsor or initiator is recognizable. The producer or dealer sponsors the promotion of advertising through the use of an appropriate media channel.

LITERATURE REVIEW

1. **Goleman (2000)** explained that working with passionate knowledge competency examined in more than 200 organizations and associations overall demonstrates that around 33% of the distinction is because of specialised aptitude and psychological capacity while 66% is because of enthusiastic competence (In top initiative positions, more than 4-5% of distinction is because of enthusiastic capabilities).
2. **Bar-On's (2001)** states that ethical/morals/values measurement are regularly portrayed as a major aspect of the reason for instructive projects including EI an all-around outlined exact research here is especially a need.
3. **Mayer et al. (2000) posited** that working with different illustrations have found that, age is emphatically related with age and experience which qualifies it as a limit rather than a personality trademark. Wong and Law (2000) working with different illustrations have found that, age is emphatically associated with advertisement amplex across finished different business conditions.

4. **Similarly, tKafetsiost** as mention in his examination among 259 adults developed between 20-65 years, that more prepared individuals scored higher on three out of four branches of EI i.e. help, cognizance and organization. This examination supports the view that advertisement reasonability makes with age.
5. **Srivastavat and Bharamanaikarv (2004)** is completed their examination among the case of 295 Indian furnished power officers concerning the association among EI and their age, that EI had extended with age.
6. To check the advertisement suitability and its association with age among helper instructors, Tyagi (2004) have co-ordinated an examination and found that the level of advertisement sufficiency is low and independent of age.
7. **Jan Rooy, et al. (2002)** have made an investigation on typical portion of advertisement viability was managed to 285 persons.
8. (220 female) to look at changes gathering score on trial of EI divergences were thought about for age. Results confirmed that advertisement viability marks tended to raise with age.
9. **Thingujam and Ram (2002)** revealed that Indian adjustment of Advertisement viability scale (Schutte et al, 2002) had created Indian norms (N=811) for guys and females independently and found that ladies were fundamentally scoring higher than men. Additionally, Mohanty and Devi. L (2010) have uncovered in their investigation on sexual orientation contrasts among EI (N=60) that young ladies are more idealistic and very much aware of their emotions in contrast with young men. Young ladies are more mindful and comprehend their own emotions (Components of EI) than young men.
10. **Hopkins and Billimoria (2004)** mentioned in his examination social and passionate social and passionate skills anticipating accomplishment for male and female administrators investigated the connection amongst enthusiastic and social knowledge capabilities and authoritative achievement. The investigation says that male and female developers in their reveal of adoring and social insights capabilities sand likewise found that with regards to proficiency showing best

people were more the same than various. However sexual orientation played a sensible part in the connection between the demonstration of these skills and accomplishment.

11. **Milkolajczak and Hansenne (2003)** explained that Advertisement effectiveness interventions to increase student achievement concentrated on the building of advertisement effectiveness (EI) which refers to the individual differences in the opinion, processing, regulation, and operation of emotional information. The researcher found a significant increase in the training group's emotional findings and emotion management skills. Follow – up measures revealed that these changes were persistent after six months. There was not no significant in the control group. These findings suggest the possibility of improving EI and opening up new avenues for treatment.

12. **Sanchez-Ruiz et al. (2009)** explained that Advertisement effectiveness adequacy profile of understudy's distinctive college resources had inspected that the attributes advertisement viability (quality EI or characteristic enthusiastic self-adequacy) profile of 512/understudies from five college resources specialised studies natural sciences, sociologies, expressions and humanities. Using the characteristic utilizing the characteristics utilising the characteristic Advertisement effectiveness poll, scientist, guessed that, Social sciences would serve higher than specialized examinations in emotionality Expressions would score lower than specialized examination in poise

13. **Milkolajczakx and Hansenne (2009)** promotion suitability intersessions to manufacture understudy accomplishment absorbed on the create of Advertisement sufficiency (EI) which suggests the individual differentiations in the insight, planning, bearing, and use of enthusiastic information. The researchers found an important augmentation in feeling conspicuous confirmation and feeling organization facilities in the arrangement gathering. Continuation measures following a half year exposed that these movements were preserving. No basic alteration was found in the control gathering. These disclosures prescribe that EI can be enhanced and open new action streets.

14. **Nayar Raman (2006)** mentioned that the challenges posed by changing environment must be excellently addressed in order to identify the needs of consumers and deliver valuable services through product innovations.
15. **Krishna Suryanarayana and Shrikant (2006)** suggested that the designing the advertising tactics should be according to the nature of the service to be promoted. So, the advertiser should seek a narrative approach to connect the service knowledge rather than a logical, or aggressive tactic.
16. **Jain. (2004)** said that in marketing of any product or service, customer satisfaction has been given the prime important. The most irritating aspect of insurance marketing is lac of inter departmental co- operations, crisis supervision intrusion and advertising and media problems.
17. **Ananda and Murugaih (2007)** said that influential packages are very essential for financial service firm; thus, the orientation of coverages should be much wider focused in relation to consumers and market essentials and the similar marketing strategies.
18. **Mathur (2002)** said that Advertising and marketing conversation as a sequence response inclusive of diverse steps in a sequential manner that of making focus, comprehension, reputation of the product, notion, buy movement, use and repeat purchase.
19. **Buckley (2008) had** identified that negative impacts included misleading advertising and escalating costs. Thus, there is need to move from industry self-regulation to an independently monitored code of practice of marketing was concluded by the author.
20. **Ray and Bose (2008)** mention that they generalised the fact that service marketing advertisements are more challenging than the advertising of tangible products.

CHAPTER 3

RESEARCH DESIGN

RESEARCH DESIGN

MEANING

“Research design is the practise of conditions for accumulating and examination of information in a manner that wishes to mix applicability to the research motive with economic system in manner”.

In fact, the research design is the conceptual structure within which studies is performed, it constitutes the blueprint for the collection, size and analysis of facts. As such the design includes an define of what the researcher will do from writing the hypothesis and its operational implications to final information. It gives an orderly arrangement of methodology for the examination to take after. It is the gathering of data and crucial information against the concerned issue and the investigation of the response likewise.

A research design applicable for a specific research problematic, generally comprises the concern of the following elements,

1. To study some specific problem.
2. To find out resources for collecting necessary information.
3. To select the most appropriate method of research.

STAMENT OF THE PROBLEM:

The main focus of this research is to analyse the effectiveness of advertising of IFFCO TOKIO General Insurance Limited. It is challenging for the company to persuade the customers to buy the products/service through advertisement. The advertisers have to be creative and innovative in creating the advertisements of their products so that it persuades the customers to buy the products/service.

OBJECTIVES OF THE STUDY,

- ❖ To determine the effectiveness of advertising towards IFFCO TOKIO General insurance.
- ❖ To analyse the most effective media of advertisement.
- ❖ To understand and measure the impact of advertising on public about IFFCO TOKIO General insurance.

LIMITATION OF THE STUDY

- ❖ The research is conducted only in selection to one firm
- ❖ The result obtained may not be an accurate representation.
- ❖ Due to lack of time the area of study limited to KOLAR AND BANGALORE.
- ❖ The validity of result depending on information given by respondents.
- ❖ Time is the major limitations since the study was only for a period of 6 weeks.
- ❖ Simple statistics is used for tabulation of data.
- ❖ The universe was very large.

RESEARCH METHODOLOGY

According to Clifford Woody research comprise defining and redefining complications, framing hypothesis or recommended results; gathering, forming and assessing data; making assumptions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Research is, hence a unique contribution to the existing inventory of knowledge making for its development. it is the look for know-how via goal and systematic technique of finding technique to a trouble is research.

KIND OF RESEARCH

Scientific Research is a specific sort of research that incorporates fundamental thinking aptitudes and the evaluation of realities and information regarding the examination being driven. An arrangement of people including understudies, authorities and clinicians use investigative research in the midst of concentrates to find the most pertinent information. From deliberate research, a man finds

fundamental unobtrusive components to add new plans to the material being conveyed.

The strategies of research applied in descriptive research are survey techniques of a wide variety, such as comparative and correlational strategies. In analytical research, however, the researcher has to use information or facts already available, and analyze those to make a crucial evaluation of the material.

SOURCES OF DATA

The data which are gathered to do the research work can be classified in two main sources,

1. Primary data,
2. Secondary data,

Primary data

Primary data, which are collected, primarily by the researcher, for the first time. They are the first hand information received directly from the people. In this study the primary data, was collected, among the customers of the organization.

Secondary data,

Secondary, data are those data which have been collected, by some other, person. They include books, unpublished document and various other data. The secondary data was collected from company files, annual reports, business journals, magazines and internet and other source of information.

Sample size,

- ❖ A sample, is a part of population. The purpose of sampling is to estimate some characteristics of the population.
- ❖ The sample size of the body consisted of 100 respondents.

Sample unit,

In this study the sample unit is considered from the place of BANGALORE AND KOLAR.

Sampling procedure

The sampling procedure used in this study is convenience sampling and it involves purposive or deliberate selection of particular units of the universe for consisting a sample which represents the universe. Due to lack of general public, convenience sampling is chosen.

Research Instruments

Anything that turns into a method of gathering data in your take a look at is referred to as a studies tool.,

Building a research, tool is the first important footstep in resonant out research process. You, will need to adopt how you can collect, he data then you build a research, instrument for this,

Percentage Analysis:

- ❖ They are, used to, ate more clearly the relative size of two or more numbers.
- ❖ Percentage = number of answer received for one scale/ total no. of respondents is 100.

Pie Chart,

- ❖ A sort of graph, in which a circle is inaccessible into parts that each speak to a range of completely.
- ❖ A pie chart shows data, and insights in a simple to- peruse 'pie-cut system with instable reduce sizes close-fitting to,you the amount of 1 facts component happens. A better quantity of that exact records was amassed.

HYPOTHESIS TESTING

It is one way of idea or experimentation to prove that the study has its significant impact or not through the use of any statistical tools.

Statistical tools used

CHI-SQUARE

Meaning: Chi square test, is one of the substantial non-parametric examinations that is used to relate more than two variables, for a randomly designated data. The expected frequencies are designed created on the situations of null, hypotheses. The refusal of nul hypotheses is based on the difference of definite value and predictable value.

Advantages of chi-square, test

- Test will be done on 2 variables
- Here we identify the difference between observed and expected values

Disadvantages of chi-square test

- Percentages are not applicable for test
- Numerical data is very much essential
- 20+ observations should be there while doing a test
- If the expected value is less than 5 then it will be invalid

HYPOTHESIS

Objective 1: To determine the Effectiveness of advertising towards IFFCO TOKIO General insurance.

Objective 2: To understand and measure the impact of advertising on public about IFFCO TOKIO General insurance.

Ho: There is no level of significance between effectiveness of advertising and impact of advertising on public towards IFFCO TOKIO General insurance.

H1: There is a level of significance between effectiveness of advertising and impact of advertising on public towards IFFCO TOKIO General insurance.

- **Level of significance** = 5%
- **Degree of freedom** = (Row - 1) (column - 1)
- **Formula** = $\chi^2 = \sum (O-E)^2 / E$ Where,

O=Observed rate, **E**=Expected rate, **HO**= Null hypothesis,

H1= Alternative hypothesis.

Particulars	Satisfaction	Satisfaction	Row Total
	Yes	No	
STRONGLY AGREE	30	2	32
AGREE	48	4	52
NEUTRAL	5	0	5
DISAGREE	2	7	9
STRONGLY DISAGREE	1	1	2
Column total	86	14	100

Observed Value	Expected Value	(O - E)	(O - E) ^2	[(O - E) ^2/E]
30	27.52	2.48	6.15	0.22
48	44.72	3.28	10.76	0.24
5	4.3	0.7	0.49	0.11
2	7.74	-5.74	32.95	4.26
1	1.72	-0.72	0.52	0.30
2	4.48	-2.48	6.15	1.37
4	7.28	-3.28	10.76	1.48
0	0.7	-0.7	0.49	0.7
7	1.26	5.74	32.95	26.15
1	0.28	0.72	0.52	1.86
Total C. V				36.69

Calculated value: 36.69

Table value: 27.52

Level of significance = 5% (0.05)

Degree of freedom = (Row - 1) (column - 1)

= (5 - 1) (2 - 1)

= (4) (1)

= 4

Table value for degree of freedom 4 at 5% level of significance is 9.49 Therefore;

Table value Calculated value

9.488 < 36.69

Conclusion:

Since calculated value is greater than the table value, (Ho) Null hypothesis is rejected (H1) alternative hypothesis is accepted.

Hence it is proved that there is level of significance between advertisement effectiveness and impact of advertisement towards IFFCO TOKIO General Insurance.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1,
Showing the age of the respondents

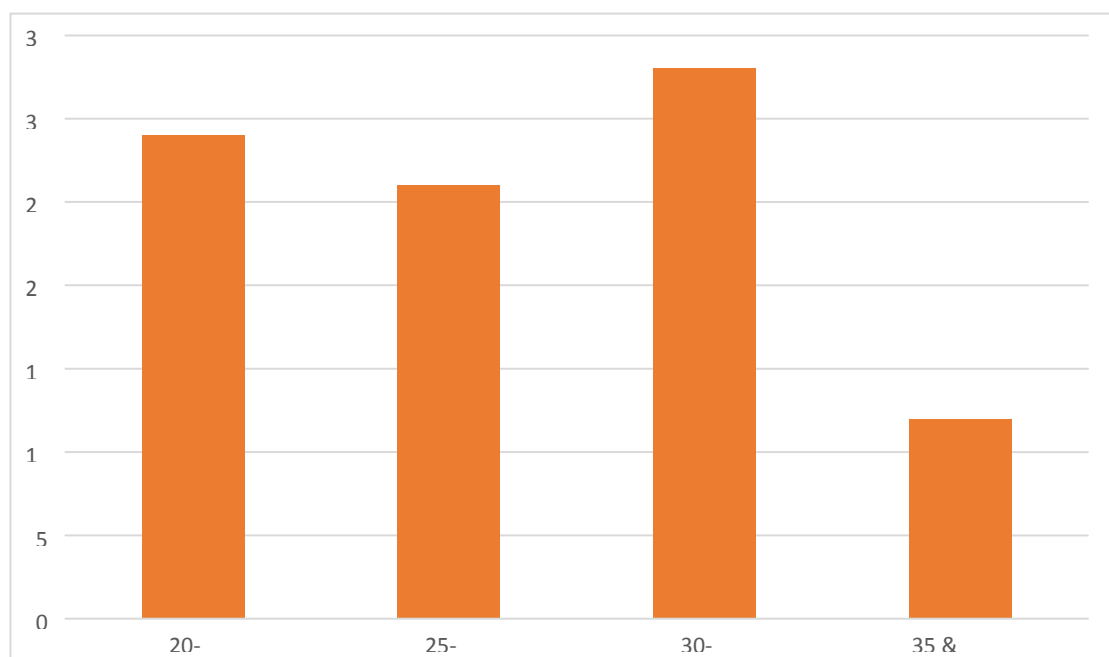
SERIAL NUMBER	AGE	NUMBER OF RESPONDENTS	PROPORTION%
1	20-25	29	29%
2	25-30	26	26%
3	30-35	33	33%
4	35 & ABOVE	12	12%
	TOTAL	100	100%

Analysis:

Above analysis states that among 100 respondents, 29 respondents age is between 20-25, 26 respondents age is between 25-26, 33 respondents age is between 30-35 and 12 respondents above 35.

Graph 4.1

Graphical representation showing the age of respondents.



Interpretation:

The above chart displays that the widely held of the assenter are under the age of 30-35 and the respondents above 35 years are very less.

Table 4.2
Showing the Gender

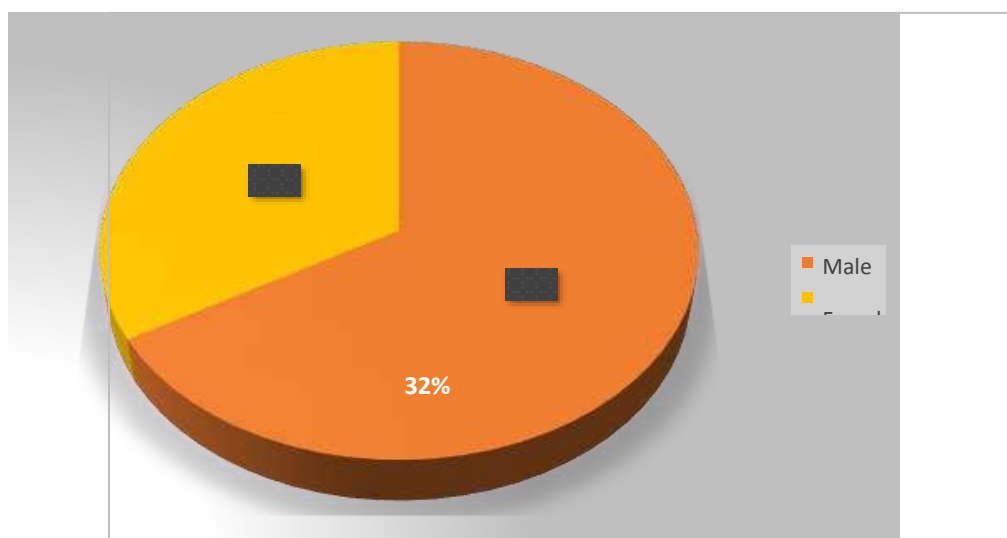
SERIAL NUMBER	GENDER	NUMBER OF RESPONDENTS	PROPORTION %
1,	MALE,	68	68%
2,	FEMALE,	32	32%
	TOTAL	100	100%

Analysis

Above analysis states that among 100 respondents, 68 respondents are male and 32 are female.

Graph 4. 2

Graphical Representation showing the percentage of Male and Female respondents.



Interpretation:

The above chart displays that 68% of respondents were male and remaining 32% of the respondents are female.

Table 4.3

Showing the number of respondents who watches the advertisement.

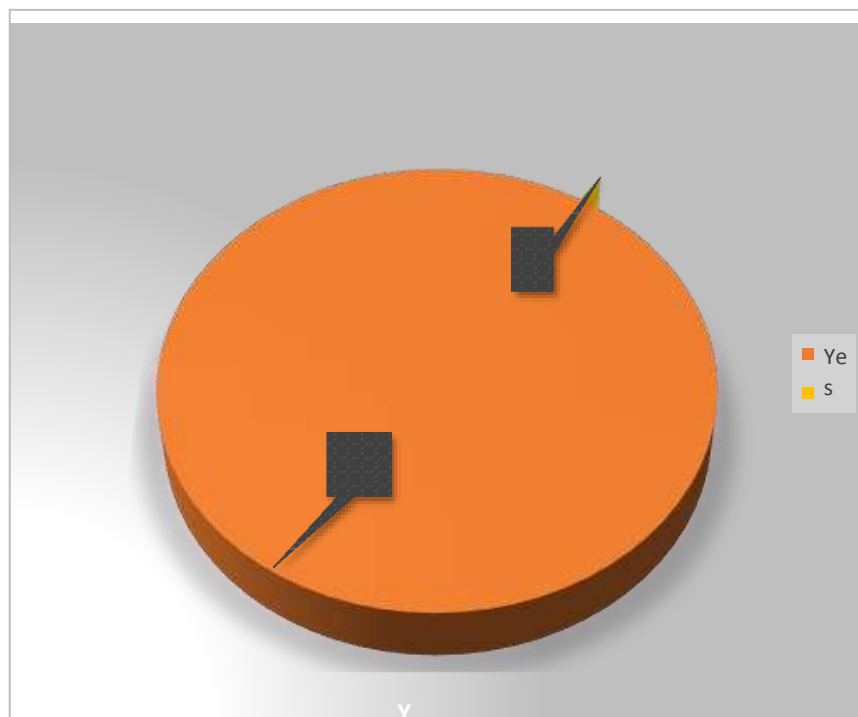
Sl. No.	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1,	YES	100	100%
2,	NO	-	-
	TOTAL	100	100%

Analysis

Above analysis states that 100 respondents watch advertisement.

Graph, 4.3

Graphical Representation showing number of Respondents who watches the advertisement



Interpretation:

Above chart states that 100% of respondents see the advertisements.

TABLE 4.4

Showing the number of respondents who think advertisement for General Insurance is required.

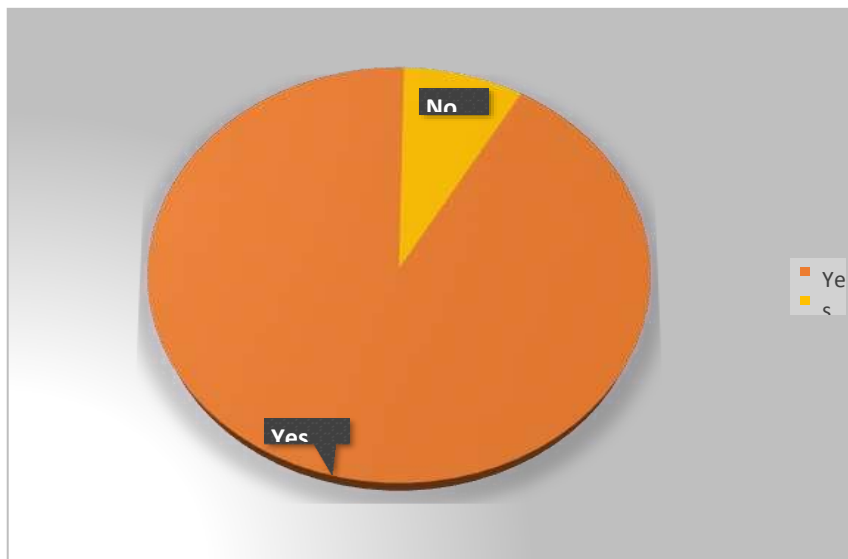
SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1,	YES	92	92%
2.,	NO	8	8%
	TOTAL	100	100%

Analysis:

Above analysis states that among 100 respondents, 92 of the respondents view that advertisement of General insurance is required while 9 of the respondents view that advertisement of cool drink is not required.

Graph, 4.4

Graph showing the number of respondents who think advertisement for general insurance is required.



Interpretation:

Above graph displays the majority of the respondent's sense, the advertisement of General insurance is required.

Table 4.5

Showing number of respondents who watches IFFCO TOKIO Advertisement.

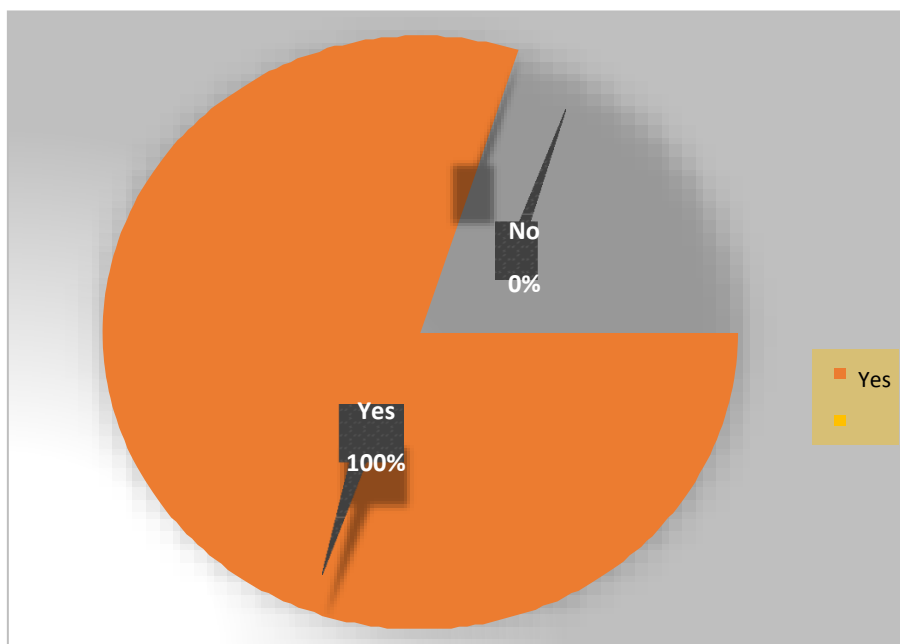
SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1	YES	100	100%
2	NO	-	-
	TOTAL	100	100%

Analysis:

Above analysis states that 100 respondents watch the IFFCO TOKIO advertisement.

Graph, 4. 5

Graph showing number of respondents who watches IFFCO TOKIO Advertisement.



Interpretation:

Above pie chart shows that all respondents are watches advertisement of IFFCO TOKIO General Insurance.

TABLE 4.6

Showing the number of respondents in which media they seen advertisement of IFFCO TOKIO

SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1,	TELEVISION	22	22%
2.,	NEWSPAPER	19	19%
3,	MAGAZINES	4	4%
4,	OTHERS	55	55%
	TOTAL	100	100%

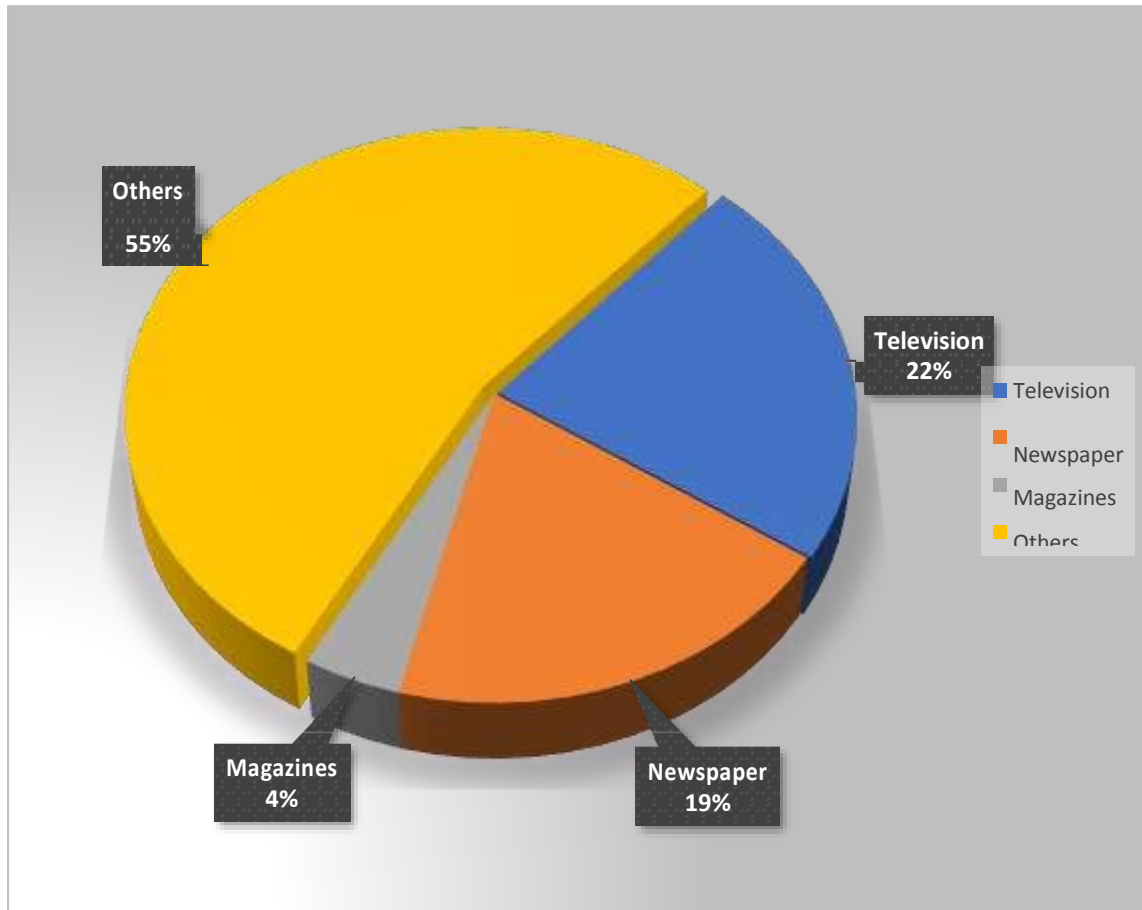
Analysis:

Above analysis states that among 100 respondents, 22 respondents notice advertisement in Television, 19 Respondents through Newspapers, 4 respondents

through magazines and the rest 55 respondents notice the IFFCO TOKIO advertisement through other media.

Graph 4.6

Graph showing type of media, respondents notice the advertisement



Interpretation:

The above pie chart shows the majority of the respondents view the advertisement of IFFCO TOKIO ‘Other’ media (social media). Hence the company must concentrate on promoting their service on Other media as a high percentage of respondents watch them.

TABLE 4.7

Showing number of Respondent who said that advertisement is necessary for insurance sales.

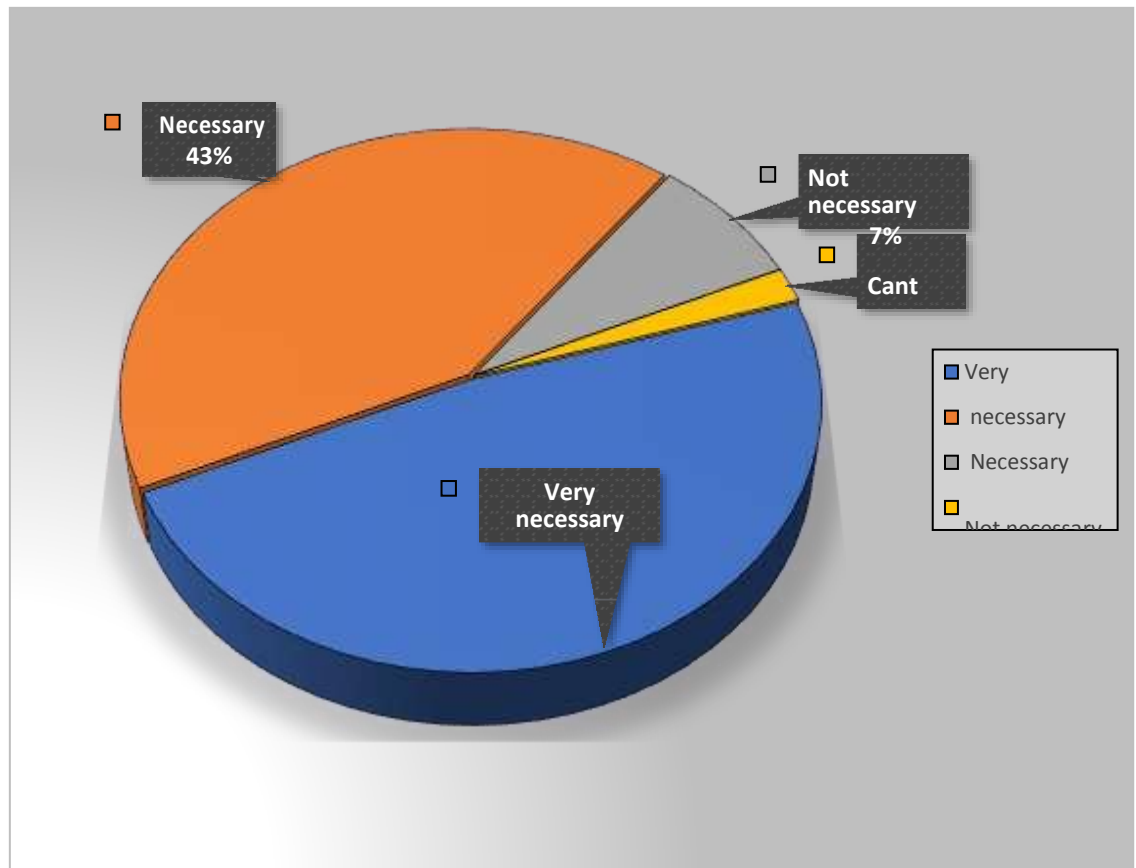
SERIAL NUMBER.	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1.	NECESSARY	43	43%
2.	VERY NECESSARY	48	48%
3.	NOT NECESSARY	7	7%
4.	CAN'T SAY	2	2%
	TOTAL	100	100%

Analysis:

The above analysis states that among respondents, 48 respondents selected the option “Very necessary”, 43 respondents selected the option “Necessary”, 7, respondents nominated the choice “Not necessary” and 2 respondents nominated the choice “Can’t say”.

Graph 4.7

Graph showing respondents who said that advertisement is necessary for insurance sales.



Interpretation:

The above graph shows that the more respondent's sense that advertisement is necessary for insurance sales.

TABLE 4.8,

Showing which media has more impact on advertisement is necessary for sale of IFFCO TOKIO Co. Insurance.

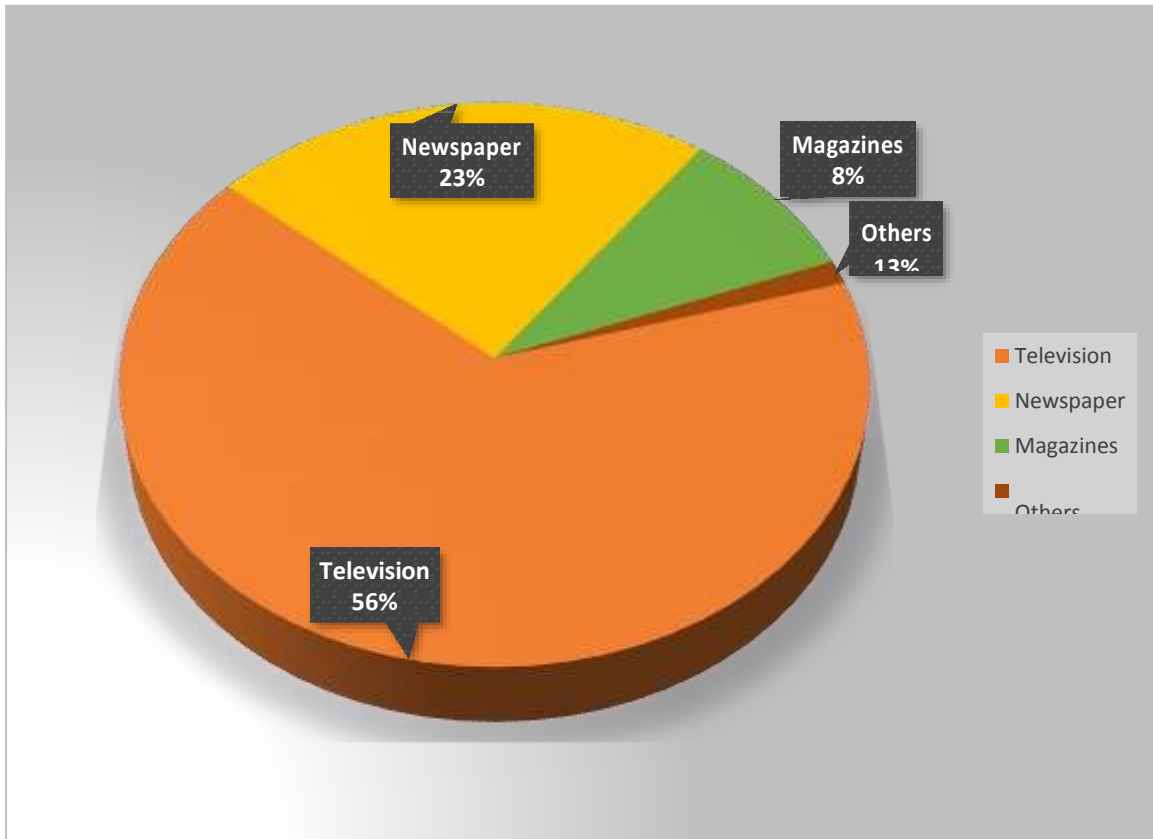
SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION %
1,	TELEVISION	56	58%
2.,	NEWSPAPER	23	21%
3.,	MAGAZINES	8	8%
4.,	OTHERS	13	12%
	TOTAL	100	100%

Analysis:

The above analysis states that among respondents 56 of respondents view that Television is presenting the advertisement is necessary for sale of IFFCO TOKIO insurance while 23 respondents said Newspaper, 8 respondents said that Magazines and 13 respondents said that other media.

Graph 4.8,

Graph showing which has more impact on advertisement is necessary for sale of IFFCO TOKIO Co. insurance.



Interpretation:

The above Graph shows that high majority of 56% of the respondents selected option that Television advertisement are more impact on sale of IFFCO TOKIO Co. insurance.

TABLE 4.9

Showing Is IFFCO TOKIO created any awareness about General Insurance.

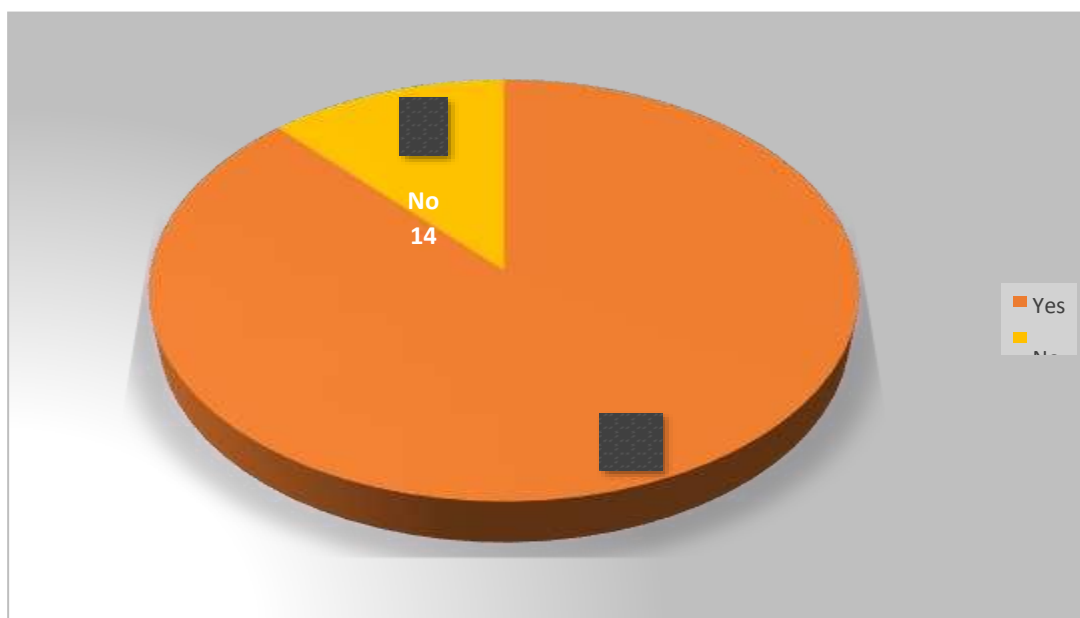
SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	PROPORTION N %
1.,	YES,	86,	86%
2.,	NO,	14,	14%
	TOTAL	100,	100%

Analysis:

The above analysis states that among 100 respondents, 86 respondents said that IFFCO TOKIO created awareness about General Insurance and rest 14 respondents said No.

Graph 4.9

Graph showing Is IFFCO TOKIO created any awareness about General Insurance.



Interpretation:

Above Graph shows that the majority of the respondents agreed that IFFCO TOKIO General Insurance created awareness about brand and make to get the service.

TABLE 4.10**Showing, is advertisement of IFFCO TOKIO is informative**

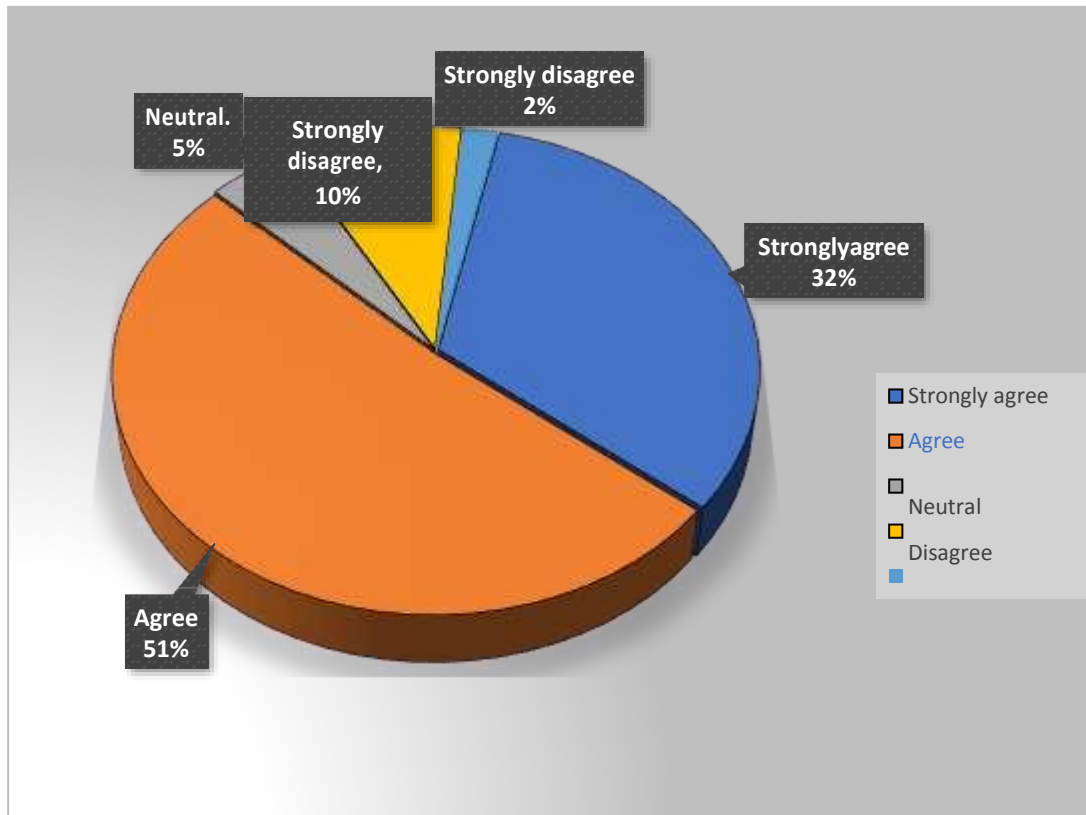
SERIAL NUMBER	PARTICULARS	NUMBER OF RESPONDENTS	Proportion %
1,	STRONGLY AGREE,	31	32%
2.,	AGREE,	52	52%,
3	NEUTRAL	5	5%
4.,	DISAGREE,	10	9%,
5,	STRONGLY DISAGREE,	2,	2%,
	TOTAL,	100,	100%,

Analysis:

Above analysis states among 100 respondents 32 respondents nominated the choice “strongly agree”, 52, respondents nominated the choice “agree”, 5 respondents nominated ‘neutral’, 9 respondents nominated the choice “disagree”, and 2 respondents, nominated the choice “strongly disagree”.

Graph 4.10

Graph showing Is advertisement of IFFCO TOKIO is informative



Interpretation:

The above graph shows that the majority of the respondents “Agree” that the Advertisement of IFFCO TOKIO is informative

TABLE 4.11

Showing, Did the famous personality and captions are necessary for advertisement of IFFCO TOKIO General Insurance

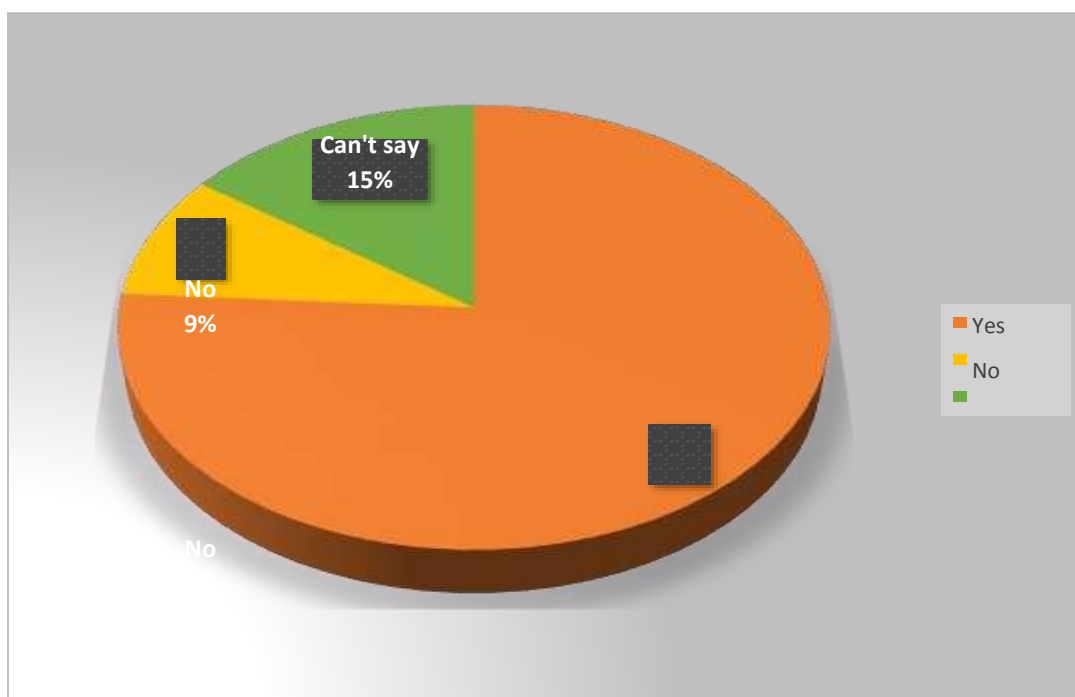
SERIAL NUMBER	PARTICULARS,	NUMBER OF RESPONDENTS	PROPORTION %
1.	YES,	76	76%
2.	NO,	9	9%
3.	CAN'T SAY	15	15%
	TOTAL	100	100%

Analysis:

The above analysis states that among 100 respondents 76 respondents selected the option “yes” and 14 respondents selected the option “No”.

Graph 4.11,

Graph showing did the famous personality and captions are necessary for advertisement of IFFCO TOKIO.



Interpretation:

The above graph shows that 76% of respondents are said famous personality and captions have required for advertisement of IFFCO TOKIO.

TABLE 4.12**Showing is advertisement reminds you brand name while purchasing**

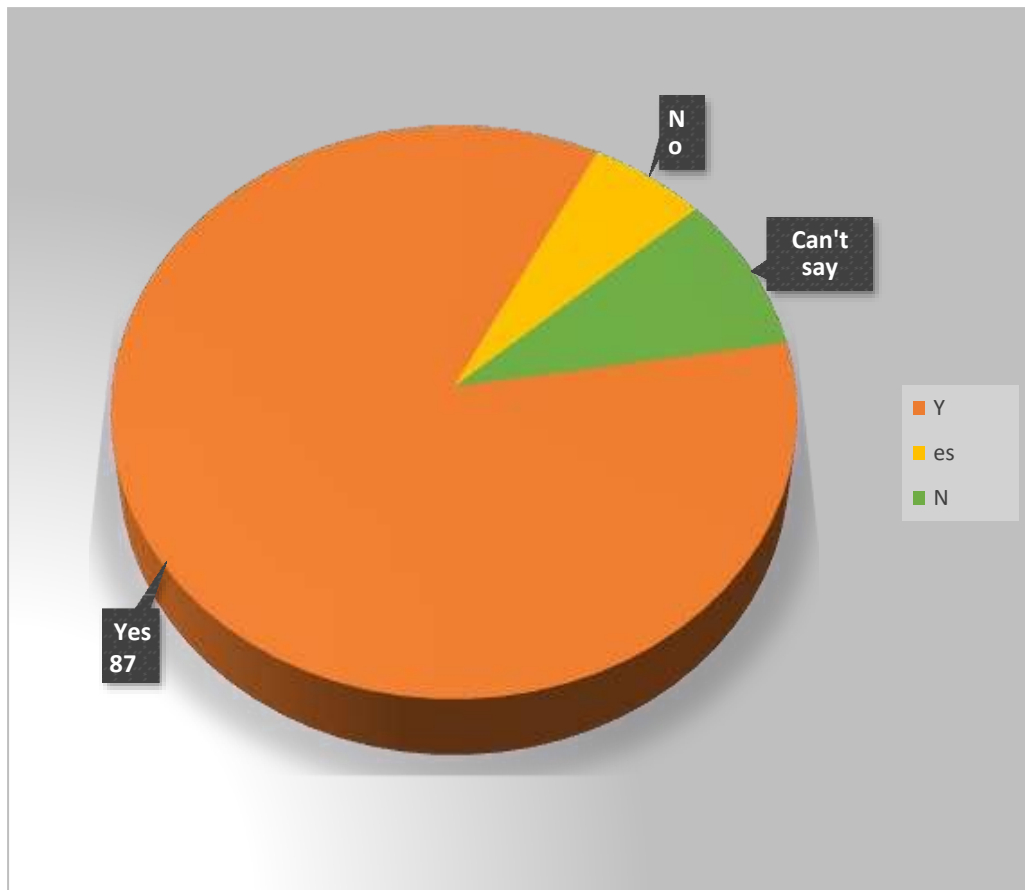
SERIAL NUMBER.	PARTICULARS,	NUMBER OF RESPONDENTS	Proportion %
1.	YES,	87	87%
2.	NO,	6	6%
3.	CAN'T SAY	7	9%
	TOTAL	100	100%

Analysis:

The above analysis states among 100 respondents, 87 respondents said that famous personalities affect their brand choice while 6 said 'No' and 7 of the respondents said "can't say".

Graph 4.12,,

Graph showing advertisement reminds your brand name while purchasing



Interpretation:

Above pie chart shows that majority of respondents influenced by advertisement while purchasing insurance.

TABLE 4.13

Showing is advertisement of IFFCO TOKIO General Insurance help you to make better selection.

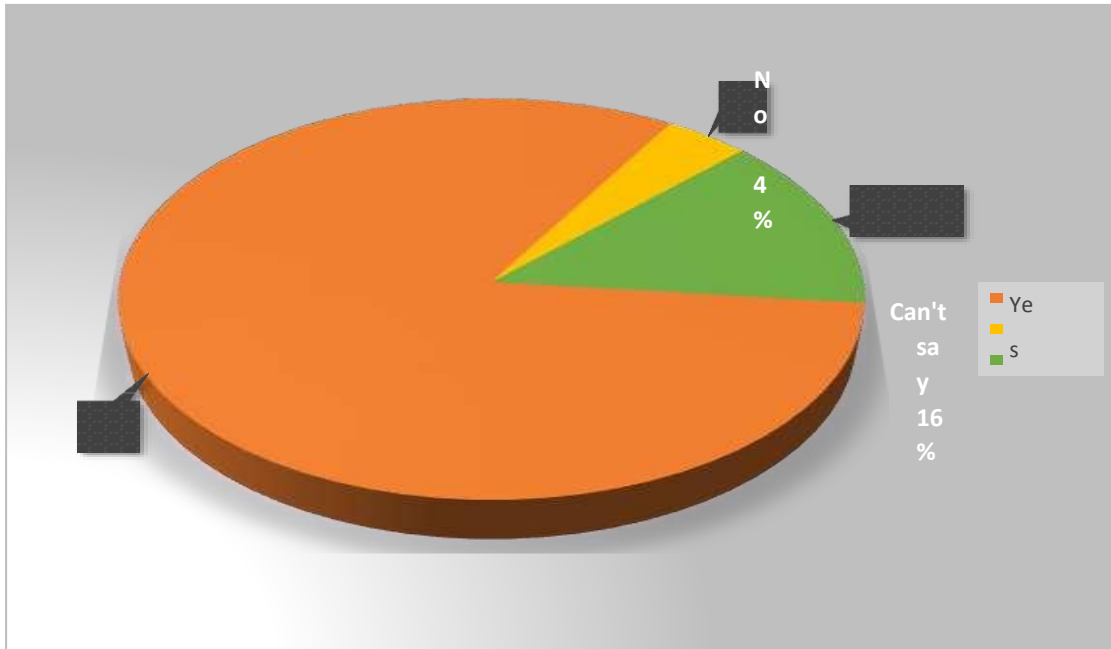
SERIAL NUMBER.	PARTICULARS	NUMBER OF RESPONDENTS	Proportion %
1.	YES.	80,	80%
2.	NO	4	4%
3.	CAN'T SAY	16	16%
	TOTAL	100	100%

Analysis:

The above states that among 100 respondents, 82 of the respondents view advertisement of IFFCO TOKIO general insurance helps them to make better selection while 4 respondents don't agree and remaining 14 respondents said can't say.

Graph 4.13.,,

Graph showing advertisement of IFFCO TOKIO General Insurance helps you to make better selection



Interpretation:

Above pie chart shows that majority of respondents said that advertisement of IFFCO TOKIO General Insurance helps them to make better selection

TABLE 4.14,

Showing is advertisement of IFFCO TOKIO Co, insurance should be in update theme to get effective.

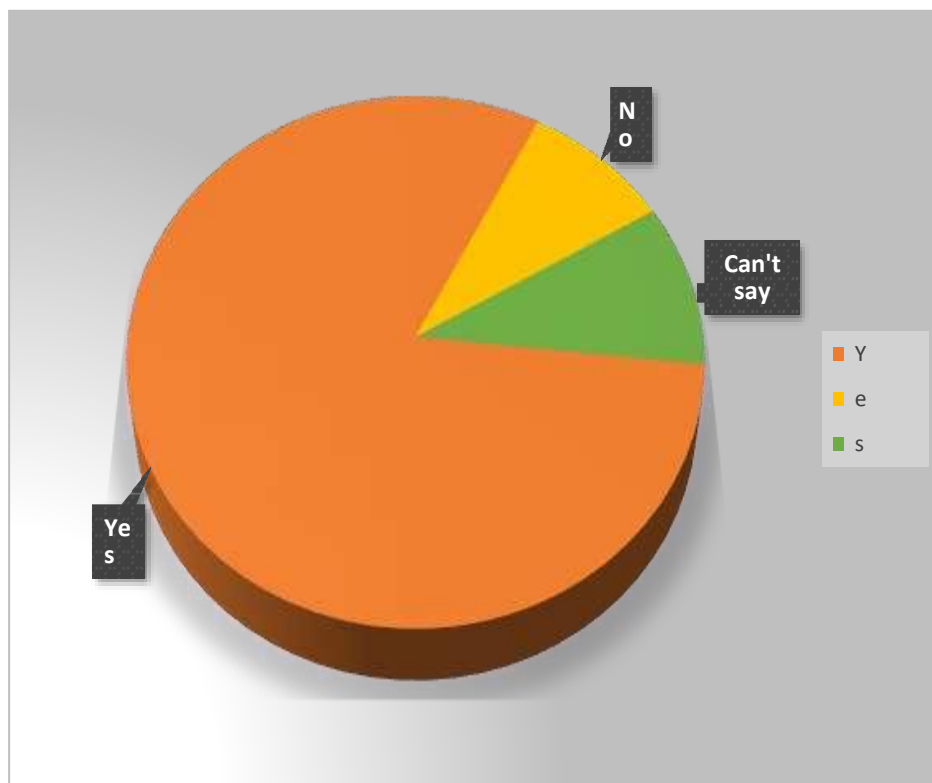
SERIAL NUMBER.,	PARTICULARS.	NUMBER OF RESPONDENTS.	PROPORTION %
1.,	YES.,	81	81%
2.,	NO.,	9	9%
3.,	CAN'T SAY.,	10	10%
	TOTAL.,	100	100%

Analysis:

The above analysis states that among 100 respondents, 81 respondents said that advertisement of IFFCO TOKIO should be in same theme, 9 respondents said ‘No’ and 10 respondents said ‘Can’t say’

Graph. 4.14,,,

Showing is advertisement of IFFCO TOKIO co. insurance should be in revised update theme to get effective.



Interpretation:

Above pie chart shows that majority of respondents said that the advertisement of IFFCO TOKIO should be in revised update theme.

TABLE., 4.15

Showing is advertisement of IFFCO TOKIO Co. insurance make you loyal towards its brand

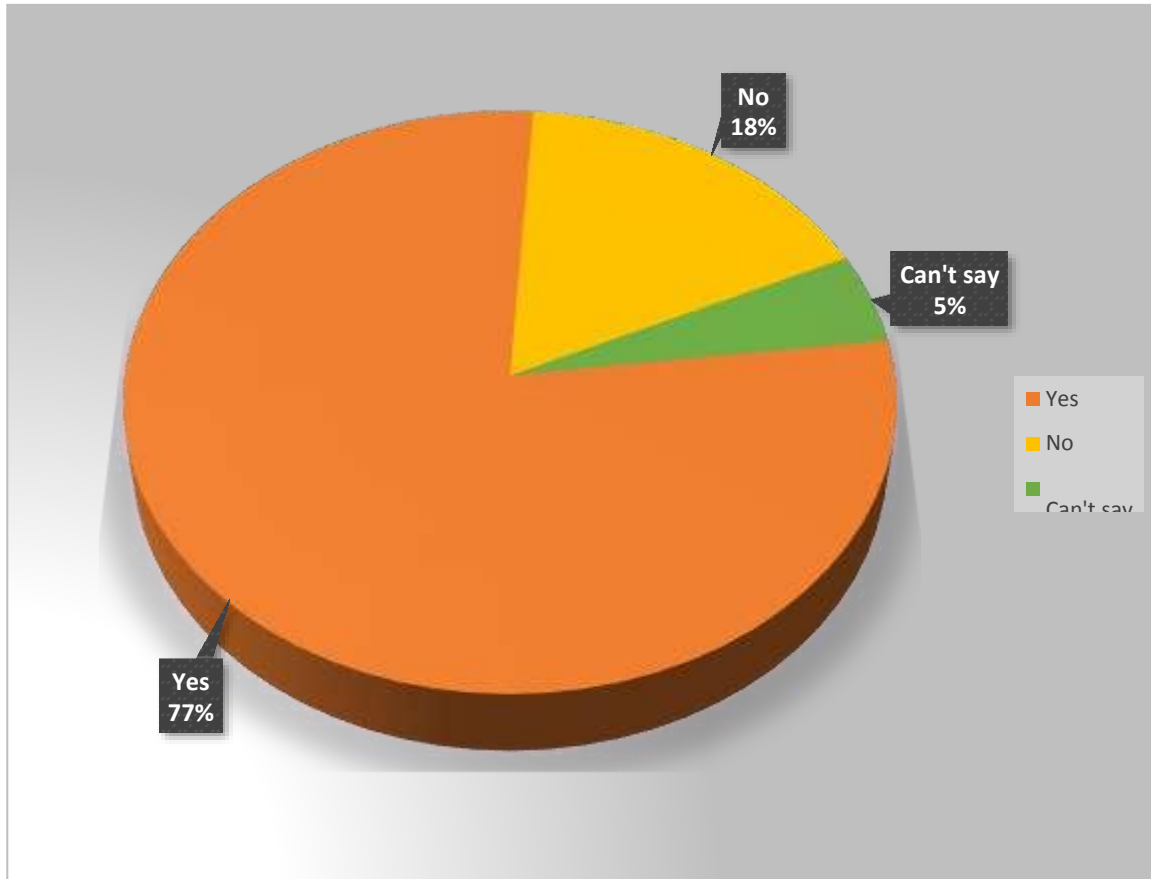
SERIAL NUMBER,	PARTICULARS,	NUMBER OF RESPONDENTS,	PROPORTION %
1.,	YES.	77	77.%
2.,	NO.,	18	18.%,
3.,	CAN'T SAY.	5	5.%
	TOTAL	100	100.%

Analysis:

The above analysis states that among 100 respondents, 78 respondents said that advertisement of IFFCO TOKIO make them loyal towards their service, 17 respondents said 'No' and 5 respondents said 'Can't say'.

Graph . 4.15,

Graph showing is advertisement of IFFCO TOKIO co. insurance make you loyal towards its brand



Interpretation:

The above pie chart shows that majority of respondents are loyal towards their brand because of their unique advertisement.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

SUMMARY OF FINDINGS AND CONCLUSIONS

- There are so many customers who prefer IFFCO TOKIO service rather than any other brand.
- IFFCO TOKIO's brand image is very high compared to its competitors in the researched area.
- Most of people are seeing the advertisement of IFFCO TOKIO through Social media (WhatsApp, Facebook, Instagram etc.)
- The customer feels that advertisement for General insurance is required because then only people come to know about the service what they are providing.
- Most number of people like Television and Newspaper advertisement rather than any other media of advertisement because they thought that it reaches to each and every one.
- IFFCO TOKIO advertisement is very effective and it is capable for promotion of the service.
- Most number of customer feels that IFFCO TOKIO is providing necessary information through advertisement only so that makes customer influence to get that service.
- There are 76% of respondents who feel that the celebrity influence has an impact on advertising. Hence the celebrity influence in advertisement plays an important role in advertising the product/service. When a celebrity advertises a product/service it gets the attention of many customers.
- Goodwill of a company will affect on a customer because each & every customer are looking for a brand.
- Customers said that advertisement of IFFCO TOKIO helps them to better selection because the company created awareness about the service.

- Advertisement of IFFCO TOKIO are not reaching to rural area but the thing is, there are more buyers in rural areas because company providing crop insurance to them.

CONCLUSION

The study was conducted to measure “A STUDY ON Advertisement Effectiveness of IFFCO TOKIO General Insurance”. The study conducted on sample of 100 respondents.

We can conclude that IFFCO TOKIO is a well-known brand as most of the respondents are aware of it. IFFCO TOKIO left an impact on the customer’s mind through its creative and innovative advertising through social media. It can be concluded that television and Newspaper is that most suitable media to advertise their products/service through its advertising.

The interpretation also states that the most of the customer are loyal towards the brand because of their quick availability of services. The data shows 81% of respondents said that advertisement of IFFCO TOKIO should be in update theme then it will be effective, therefore we can conclude that the promotional strategies of IFFCO TOKIO is effective in reaching the customers and the company is successful I persuading the customer to buy their products service.

RECOMMENDATIONS AND SUGGESTIONS

- IFFCO TOKIO is reputed business organization which consists of loyal customer to achieve the market leadership and to persuade more customer. It should adopt effective promotional strategies.
- As customer preference is unpredictable the organization must indulge in marketing survey which helps the company in delivering services that meets the customer demands.
- The study clearly shows that impact of television and newspaper is very low, do make concentration on that type of advertisement.
- There are 12% of respondents who feel that the advertisement of IFFCO TOKIO is not at all informative. The respondents do not interpret any information about the service from its advertisement. Hence, we suggest that the organization must

concentrate on how they can improve their advertising by providing more information about the service features and describing the company must analyses how they can be more creative in advertising their services.

- There are 76% respondents who really feel that famous personality and captions are required because advertisement will influence customer like filmy star, so organization have to concentrate on this aspect.
- Majority of respondents said that IFFCO TOKIO advertisement is more into other media (WhatsApp, Facebook, Instagram etc..). So, organization as to concentrate on television and newspaper why because it reaches each and every customer.
- IFFCO TOKIO must adopt new strategies or must implement new innovative techniques of advertising to each the customer soon as the service is launched into the market.
- There are 17% of the respondents who are not persuaded by the advertisement of iffco- tokio improve their marketing techniques and persuade more and more customer to buy their service.

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BOOKS

Research methodology: K C Kotari Marketing Management: Philip Kotler

ANNEXURES

QUESTIONNAIRES

I, PURUSHOTHAM H C pursuing MBA in Cambridge Institute of Technology. As a part of curriculum, I am doing my project on “A STUDY ON ADVERTISEMENT EFFECTIVENESS” of IFFCO TOKIO General Insurance. So kindly spend your valuable time to fill this question. The information. Provided by will be kept highly confidential & will be used by me strictly for an analysis.

Name of the respondents

1. Your Age

- 20-25
- 25-30
- 30-35
- 35 & Above

2. Your Gender

- Male
- Female

3. Place

4. Do you see the advertisement of General Insurance?

- Yes
- No

5. Do you think advertisement of General Insurance is required?

- Yes
- No

6. Have you seen the advertisement of IFFCO TOKIO General Insurance?

- No
- Yes

7. Through which media have seen it?

- Television
- Newspaper
- Magazines
- Others

8. Do you think advertising is necessary for insurance sales?

- Necessary
- Very Necessary
- Not Necessary
- Can't say

9. Which media has more impact on advertisement is necessary IFFCO TOKIO co. insurance sales?

- Television

- Newspaper
- Magazines
- Others

10. Did the advertisement of IFFCO TOKIO create awareness about General Insurance?

- Yes
- No

11. Do you agree the advertisement of IFFCO TOKIO is informative?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Did the famous personality and captions are necessary for advertisement of IFFCO TOKIO General insurance?

- Yes
- No
- Can't say

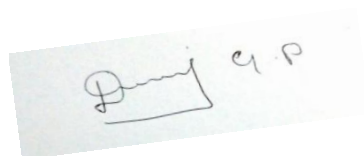
13. Do you agree that advertisement reminds you brand name while purchasing?

- Yes
- No
- Can't say

14. Do you agree that advertisement of IFFCO TOKIO General insurance help you make better selection?
- Yes
 - No
 - Can't say
15. Do you think advertisement of IFFCO TOKIO Co. insurance should be in same theme or revised update theme to get effective?
- Yes
 - No
 - Can't say
16. Did the advertisement of IFFCO TOKIO Co. insurance make you loyal towards its brand?
- Yes
 - No
 - Can't say

WEEKLY REPORT

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding the Structure, Cultures followed by the company and function of organization.	Week-1 [2 nd Jan 2020 to 9 th Jan 2020]
2	Activity-2	Identification of the problem faced by the company through Literature-Review and Industry and company-profile.	Week-2 [10 th Jan 2020 to 16 th Jan 2020]
3	Activity-3	Deciding the final structure of the report along with the guide and structuring it.	Week-3 [17 th Jan 2020 to 23 rd Jan 2020]
4	Activity-4	Collecting the data, surfing the data, editing the data collected, coding the collected data and tabulating it and presenting the same to the guide for suggestions to make the analysis.	Week-4 [24 th Jan 2020 to 30 th Jan 2020]
5	Activity-5	Analysing and Finalizing the report after presenting it to the guide.	Week-5 [31 st Jan 2020 to 6 th Feb 2020]
6	Activity-6	Submission of final-Report to the University before one-week of the commencement of the theory examination.	Week-6 [9 th Feb 2020 to 16 th Feb 2020]



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