



ADVERTISING AND SALES PROMOTION WITH REFERENCE TO VI MOBILE NETWORK

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ABSTRACT: This paper examines the competitive Indian telecommunications market and the strategies employed by Vodafone Idea (Vi) to influence customer knowledge, attitude, and behavior through advertisements and sales promotions. This investigates the impact of internet advertisements, celebrity endorsements, recharge incentives, discount programs, and integrated services on consumers' preferences and the market. The paper utilizes secondary data, user remarks, and comparisons with other networks to ascertain whether advertising strategies that foster long-term customer loyalty are more effective than those that generate short-term signups. Consumer engagement with brands is enhanced by marketing that is both consistent and pertinent, while advertisements that are either irrelevant or inconsistent have the opposite effect. Vi's advertising strategy must be optimized by management by integrating strategies that foster a robust brand identity with those that facilitate the acquisition of new customers and their retention for the long term.

Keywords: *Vodafone Idea (Vi), Advertising Strategy, Sales Promotion, Consumer Behavior, Brand Loyalty, Digital Marketing, Telecom Industry,*

I. INTRODUCTION

Advertising and sales incentives are implemented to attract and retain consumers. Businesses must continue to educate, inform, and persuade consumers about their products and services in order to distinguish themselves in a crowded marketplace. Advertising serves critical functions, including the modification of consumer attitudes and the enhancement of brand recognition. It employs a diverse array of media, including billboards, television, newspapers, online platforms, and social media. Commercials enhance consumer loyalty and sales by empathizing with the emotions of viewers and emphasizing the advantages of the advertised products.

Conversely, sales promotions are designed to encourage consumers to make immediate purchases by emphasizing the necessity for immediate satisfaction. Coupons, contests, freebies, loyalty programs, and special offers may all be implemented to increase sales in the near future. Sales promotion aims to expedite the process of closing a transaction and increase demand, whereas advertising aims to establish enduring brand loyalty. Exposure and consumer engagement may be enhanced by implementing these strategies.

Technological advancements and changes in consumer behavior have resulted in significant transformations in the fields of advertising and marketing. Companies may now employ interactive marketing to



communicate personalized messages to specific demographics as a result of the proliferation of digital media. Consumer purchasing decisions are significantly influenced by online reviews, social media influencers, and personalized marketing, which underscores the growing significance of digital connectivity. Creative language, eye-catching images, and alluring incentives can be employed by businesses to differentiate themselves from their competitors. However, value-oriented marketing that prioritizes affordability, quality, and lifestyle benefits enhances memory retention and recall.

II. LITERATURE SURVEY

Keller, D., & Rao, S. (2025): Keller and Rao contend that advertisements that resonate with consumers' emotions are more likely to influence their purchasing decisions and cultivate brand loyalty. Instead of presenting technical claims, captivate your audience with personal narratives, themes, or inspiring stories. The probability that individuals will retain information and exhibit increased confidence is increased by emotional stimulation, which is achieved through the use of images, music, and tonal components. When practical advantages are combined with emotional resonance, the probability of making a purchase is elevated.

Martinez, P., & Chatterjee, N. (2024): Martinez and Chatterjee contend that discounts, promotions, and loyalty programs have an impact on consumers' perceptions of brands and encourage them to make more rapid purchases. Although ineffective discounts may diminish a

company's value, transparent and truthful marketing strategies can attract consumers. Olsen, R., & Desai, K. (2023): Olsen and Desai assert that the efficacy of commercials and promotions is enhanced by maintaining a consistent message across all platforms. When a company adheres to its fundamental principles, it fosters consumer engagement, loyalty, and repeat business. The converse is true for dispersed advertising: it confuses consumers and reduces their likelihood of remembering the brand.

Owens, F., & Meera, S. (2022): Owens and Meera (2022) demonstrate that individuals' decisions are influenced by their perceptions of value and cost. After viewing an advertisement that substantiates the price with quality, service, or benefits, customers are considerably more inclined to purchase a product. Honest advertising that emphasizes value fosters trust and loyalty, while dishonest discounts undermine trustworthiness.

Foster, J., & Nair, T. (2021): Foster and Nair underscore the significance of service in maintaining customer satisfaction following the establishment of expectations through marketing and promotions. It is essential to establish clear expectations, offer reassurance, and establish support networks in order to foster trust and loyalty. Credibility is compromised by inadequate follow-up.

Grayson, T., & Mehta, V. (2020): Grayson and Mehta assert that individuals who are proficient in marketing have a greater likelihood of ascending the corporate ladder. In addition to the sales mentioned earlier, customers frequently consult with experts prior to making a final decision.

Customers may feel at ease when staff members who are knowledgeable about the product are able to address their inquiries, provide concrete examples of its application, and elucidate all of its distinctive features.

III. TYPES OF ADVERTISING

Commercial:

Product and service marketing and income generation are the primary objectives of commercial advertising. This style is also employed in commercials for restaurants, apparel labels, and stores.

TYPES OF ADVERTISING



Non-commercial:

Nonprofit advertisements are capable of conveying a variety of messages, including advocating for a product or service, highlighting a social issue, or soliciting donations. Nonprofit organizations, families, and organizations with strong religious or political beliefs are all excellent examples.

Advertising's primary objective is to augment sales by targeting particular demographics. Three fundamental prerequisites must be satisfied for advertisements to be considered effective.

Informative Advertising:

Enhancing the general public's awareness of the brand and product. This advertising campaign will provide consumers with

information regarding the benefits and distinctive characteristics of new products.

Persuasive Advertising:

It is a certain method to increase sales and positive word-of-mouth about the brand by assuring customers that the company's products are the finest on the market. Ads that are convincing and transparent are more likely to encourage individuals to experiment with new products or maintain their loyalty to their preferred brands.

Reminder Advertising:

The products and the reasons for purchasing a specific brand will be further explained to the intended consumers.

IV. SALES PROMOTION ACTIVITIES

Consumer Promotion (Final Buyers)

A "customer promotion" is a marketing strategy that directly targets consumers in order to increase sales. This is anticipated to result in a substantial increase in product sales, engagement, and trial purchases. Sales, rebates, contests, loyalty programs, freebies, and discounts are all frequent examples of "buy one, get one" bargains. Products are more enticing when their prices are reduced or their value is increased. Subsequently, numerous individuals believe that selecting a brand is effortless.

Business Promotion (Business Customers)

The primary objective of corporate marketing is to identify businesses that purchase goods for operational, resale, or manufacturing purposes. In comparison to consumer advertising, commercial advertising provides more practical and monetary advantages, including technical

assistance, discounts, more financing options, and better terms. Conventions, trade fairs, corporate events, showcases, and demonstrations are all examples of such gatherings. The primary objectives are to enhance expenditure, regain momentum with channel partners, and encourage corporate clients to submit additional orders.

Trade Promotion (Wholesalers and Retailers)

If you offer incentives to distributors, merchants, and wholesalers, they will be more motivated to promote your products. This is the initial phase of corporate expansion. These incentives motivate channel members to promote the brand to customers, better the store's appearance, and replenish inventory. A variety of innovative concepts, including cooperative marketing, retail contests, display allowances, merchant commissions, and complimentary products, serve as viable alternatives to conventional sales strategies. The objective of trade marketing that is executed effectively is to enhance the efficiency and accessibility of product distribution.

Sales Force Promotion (Sales Force Members)

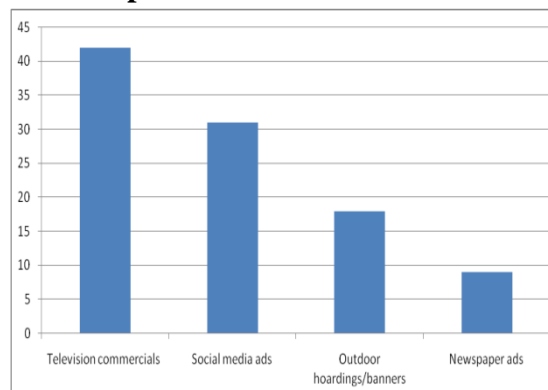
Salesforce promotions are designed to provide incentives and assistance for internal marketing. When salespeople who interact with consumers are fairly compensated, both customer satisfaction and sales effectiveness are enhanced. As a way to motivate their staff, employers can provide them with bonuses, commissions, recognition prizes, and other perks. The most effective method of motivating individuals is to offer them opportunities to advance in their professions or even to

be promoted within their current roles. Processes will be enhanced, and salespeople will be better equipped to accomplish the organization's objectives.



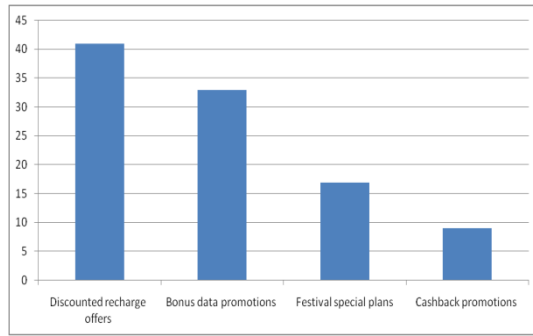
V. RESULTS

1. Which VI advertising campaign had the most significant influence on your network preference?



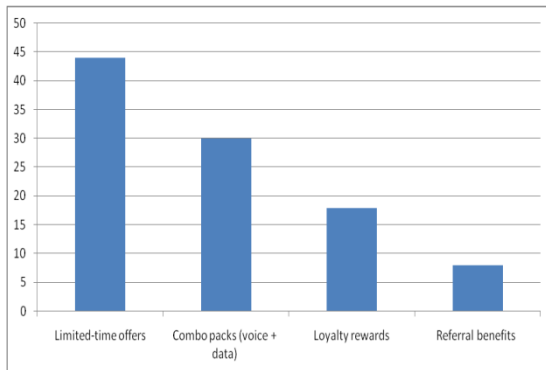
INTERPRETATION: The survey indicates that 42% of individuals observe advertisements on television, while 31% do so on social media. Advertising on television and social media platforms is more effective in attracting the attention of individuals than in print (9% vs. 18%) or on billboards.

2. What is it about the products depicted in the VI commercials that you find most appealing?



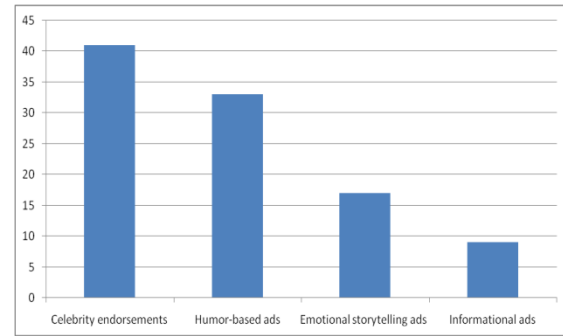
INTERPRETATION: According to the graph, 41% of respondents selected recharge bundles that included discounts. Thirty-three percent of purchasers select data applications that offer additional cost savings. Customers have a preference for immediate savings and the acquisition of additional information, which is why rebate incentives are uncommon (9% vs. 17%) and seasonal special programs are extremely uncommon.

3. How does the acquisition of VIs motivate you to charge more frequently?



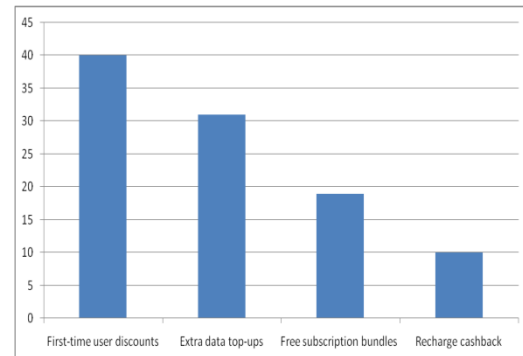
INTERPRETATION: The data indicates that 44% of respondents favor temporary promotions. Telecommunications and internet services comprised the second largest category, accounting for 30%. Loyalty benefits (18%) and referral incentives (8% of the total) were prioritized prior to rapid service and exceptional discounts.

4. Which advertisements from VIs effectively disseminate information regarding the organization?



INTERPRETATION: The findings indicate that 41% of respondents believe that advertisements that incorporate genuine individuals are the most effective. The humorous commercial was the second most effective, with a success rate of 41%. The low frequency of emotive narrative advertisements (17%) and factual advertisements (9% of all ads) indicates that individuals are more inclined to interact with advertisements that incorporate personalities or humorous elements.

5. Which form of VI incentive inspires you to modify or improve your current plans?



INTERPRETATION: A quarter of the respondents indicated that they required advertisements that were specifically tailored to potential customers, while a third desired additional information. Direct cost reductions and enhanced data advantages are more appealing to certain users than recharge returns (10%) and free membership offers (19%).





VI. CONCLUSION

The significance of promotions in influencing customer purchase decisions is highlighted by an examination of VI Mobile Network's advertising and promotional tactics. It is evident that consumers desire instant gratification, such as loyalty points, time-sensitive discounts, reduced recharge rates, or increased data. Although SMS alerts, mobile app notifications, social media, and television are the most effective methods of direct engagement, advertising strategies such as entertainment packages, celebrity endorsements, and simple yet inventive messaging are highly effective in attracting attention and improving brand retention. Customers prioritize stable networks, transparent pricing, and comprehensible plan information to preserve their confidence and satisfaction. By customizing its advertising to align with these objectives and integrating successful promotions with reliable service quality, Vi Mobile Network can maintain its competitive edge in the constantly evolving telecommunications industry, attract new consumers, and foster customer loyalty.

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