



BONAFIDE CERTIFICATE

Certified that this project report titled “**A study on the effectiveness of promotional activity at Zen Martial arts academy**” is the bonafide work of **Mr G.Sabarikarthik, 11MBA038** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Internal Examiner

External Examiner

DECLARATION

I, **Sabarikarthik.G** hereby declare that the project report titled as “**A study on the effectiveness of promotional activity at Zen Martial arts academy**” done at zen martial arts academy, Coimbatore, is an original work done by me in the partial fulfillment for obtaining the degree of Master of Business Administration from the Anna University, Coimbatore. It is the record of work carried out by me during the period from 26.06.12 to 06.08.12 under the guidance of **V.Karthikeyan**, Assistant Professor KCTBS.

The conclusion made in this project report is based on the data collected by me and no part of this work has been submitted elsewhere for any degree.

Place:

Date:

Signature:

Name :

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr.N.Mahalingam** and Management for the prime guiding spirit of Kumaraguru College of Technology.

I take this opportunity to extend my sincere thanks and indebtedness to **Dr.Vijila Kennedy**, Director, KCT Business School, for her remarkable guidance.

I wish to express deep sense of obligation to **V.Karthikeyan**, Assistant Professor, KCT Business School, for her intensive guidance throughout my project.

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CHAPTER 1

INTRODUCTION

1.1 About the study

Cross-media advertising has received wide attention from practitioners over the last years, but there are only few experimental studies that analyze the effectiveness of integrating various channels of promotion. Contributing to this relevant research field, this study analyzes effectiveness of various channels of promotion as well as the impact of combining these two media forms on overall effectiveness. The study supports existing findings that print and online advertising feature the same advertising effectiveness. The experimental data, however, also indicate advantages of cross-media advertising.

1.2 About the organization

Zen martial arts academy was started in the year 1990. It is a service oriented organization. It provides martial arts training for both genders and all age categories.

Vision statement

To be the leading martial arts academy that imparts world-class training techniques and extracts results.

Mission statement

To increase the volume of international level students for the World class Tournaments through our international experience. To emphasize the need for karate as mind, spirit and health developing sport.

The academy currently provides service to 17 schools around Coimbatore city

- ALG Matriculation Higher Secondary School
- BVM International
- C.R.R. Matriculation Higher Secondary School
- Geethanjalee Matric & CBSC School
- GRD CPF Matriculation School
- G.R.D Matriculation Higher Secondary School
- K.G. M.S Matriculation School
- KSIR's International
- Mani Higher Secondary School
- PSG Sarvajana Hr. Sec. School
- Samskara Academy
- Sri Ramakrishna Matriculation School
- Adhvik G.N Sam Matriculation Higher Secondary School
- Suguna Rip V Matriculation Higher Secondary School
- St.Joseph Matriculation Higher Secondary School
- VidhyaNiketan Matric Higher Secondary School
- Vijayavidhayalaya Matriculation school
- Vivekalaya Matriculation School

It also provide it service to two engineering colleges

- Kumaraguru College of Technology
- PSG College of Technology

The academy's centers are located In R.S puram,Sungam andPeelamedu in the Coimbatore city.

The academy's achievements in sports karate are

Commonwealth karate championship: Gold-1, bronze-15.

Malaysian open : silver-1.

Singapore open :Gold-2, Silver-4, Bronze-3.

South Asian championship 2011: silver-1, bronze-1.

National Games : gold-1.

Asian Games , world championship, Asian championship participation in various countries including Turkey, Serbia, Greece, South Africa, Australia, China, Malaysia , Singapore, Philippines, Hong Kong,

Past 7 years District overall champions.

1.3 Statement of the problem:

In the current scenario there are many promotional activities and advertising channels are available. According to the complicity associated with each channel the marketing budget also varies. It's always tough for a marketing manager to choose from various combinations of channels for a promotional activity. So the effective mean for promotion have to be identified in order to reach to maximum population with the minimum budget. Hence the "The study on the effectiveness of promotional activity of Zen Martial arts academy, Coimbatore" has been undertaken.

1.4 Scope of the study:

This study concentrates on the effectiveness of the printed media for promotional activities. On behalf of Zen Martial Arts Academy, an advertising campaign which included various advertisement and promotional exercises was floated through Flyers, posters, banners, And news paper articles. The effectiveness of the promotional campaign was tracked through various respondents of the advertising campaign.

CHAPTER 2

REVIEW OF LITERATURE

Advertising and promotion services are a vital part of marketing where marketing is the process by which companies determine what products or services may be of interest to consumers, and the strategy to use in sales, communications and business development. There are different ways of providing advertising and promotion services to achieve excellent results. To remain competitive, company goes for totally different methods of advertising and promotional services to enhance their marketing capabilities. Advertising is a favorable representation of product to make consumers, customers and general public aware of the product. It lets the potential buyers, general public and end users to be aware and familiar with the brands, their goods and services. Distribution of free samples or offering bonuses are said to be sales promotion.

Wasted expenditure may be occurring in advertising because they believed levels of threshold and wear out are both too high. This monograph was presented by David Corkindale, John Newall thorough examination of the phenomena of “threshold” levels of advertising activity and the “wear out’ of advertisements and/or campaigns. These are seen as corresponding to the management questions “How little can we spend/How infrequently can we advertise?” and “How much is too much/How infrequently is too little?” In the first section the relevant literature on or related to, the two issues is reviewed. Section 2 describes a survey aimed at establishing current beliefs in the existence of the phenomena, the practices resulting from these beliefs, and the data which support them. Finally, Section 3 offers an overview on the managerial issues involved in decisions concerning threshold or wear out risks in advertising.

The ratio of promotional expenditure to sales, based on only three variables: market growth, market share, and their interaction. David Stewart, (Memorial University of Newfoundland, St John’s, Newfoundland, Canada) Examines in detail a recent model devised to explain these ratios. Although its simplicity would suggest that it offers a powerful tool for managing promotional budgets, finds that when the model is applied to a particular consumer market, it is inadequate. Suggests and tests some improvements to the model.

Winning customer loyalty and repeat business and eliminating or reducing their reliance on coupons and other forms of price promotion is the goal of many service businesses today. The effectiveness of using advertising specialties (imprinted items given away for free) and price promotions was directly compared by way of two controlled field experiments involving customers of a Chinese food delivery service and a drycleaner in a major US metropolitan area by Alice Kendrick, (Associate Professor of Advertising in the Center for Communication Arts, Southern Methodist University, Dallas, USA)

The standardization, adaptation and compromise schools of advertising including their advantages and disadvantages and then presents some of the contingency models with special focus on variables related to products, customer segments and organization. T.C. Melewar, ClaesVemmervik, gives the conclusion that the preferred school of advertising is the compromise school, but that the continuum perspective is of little use to practitioners as they want to know what variables determine the position on the standardization continuum in their sector and whether the level of standardization is increasing or decreasing.

Peter Kim, (Executive Vice President and U.S. Director of Strategic Planning, J. Walter Thompson) discusses the reasons for this shift and summarizes studies which show that advertising does work, especially during recessions and concludes that advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term.

In view of these globalization efforts, the advertising industry is experiencing growth in many countries of the world, as evidenced by the increased number of advertising agencies and total billings. The present study by ErdenerKaynak, OrsayKucukemiroglu, Ali Kara examines current structural characteristics of advertising agencies in an advanced developing country, Turkey, and critically compares the role, function, and structure of the advertising agency and client relationships in that country.

Visiting Web sites appeared to increase aided recall of brands seen on the Internet and to improve consumers' views of the brand. Consumers who felt that Web sites improved their perceptions of brands saw more advantages in Web advertising, but

they perceived more disadvantages as well. Finally, Ronald E. Goldsmith, Barbara A. Lafferty says the consumers appeared to like TV and magazine ads more than the ads they recalled seeing on the Internet.

The various issues that should be considered by advertising management before decisions are made concerning the measurement of advertising performance. These statements encapsulate current knowledge, practice and ideas. David Corkindale aims to provide a clear guide to the use of available methods of measurement; it puts into context many of the arguments for and against particular methods, by demonstrating their relevance to advertising management.

Today's top managers are relentlessly searching for new areas in which to cut costs and increase profits, so sales promotion are coming under greater scrutiny than ever. . In order to justify and skillfully use expenditures on sales promotions for different objectives and target markets, Srini S. Srinivasan, Rolph E. Anderson tells marketing managers must understand some key concepts and thoroughly examine several critical variables across markets and among sales promotion tools themselves that impact directly on sales, profitability, and value added.

Evaluating the effectiveness of below-the-line promotion, David Jobber suggests that further work needs to be carried out in this area in order to determine the long-term effects of such promotions on purchasing behavior.

An exploratory report of sales promotion management investigates the role and management of sales promotion in US companies. Robert Kimball concludes that the product category and the firm's position within the category are related to sales promotion behavior, with similarity in sales promotion behavior among firms in similar product marketing environments.

The impact and effectiveness of advertisements in a sports arena suggest that consumers can recall at least some of the ads they are exposed to in these captive situations but most do not produce any lasting memory trace. It also explores the effects of advertising in a sports arena on message recall, purchase intentions, and actual purchase behavior.

The Zen martial arts academy has done promotional activity through following channels:

- Distribution of flyers (refer Annexure 1)
- Banner advertisement (refer Annexure 2)
- Poster advertisement (refer Annexure 2)
- Promotion through newspaper articles and news (refer Annexure 3)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

The type of research carried out for this purpose is DESCRIPTIVE in nature. Descriptive research includes survey and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

3.2 Objectives of the study

Primary objective

- To study the effectiveness of promotional activity among customers and prospects of Zen martial arts academy, Coimbatore.

Secondary objectives

- To understand the customers and prospects preference about learning martial arts.
- To explore about the awareness towards brand recognition of Zen martial arts academy, Coimbatore.
- To understand the expectation of the customers and prospects in promoting the brand accordingly.

3.3 Data and sources of data

Data collection methods:

There are two methods of data collection such as,

- Primary data collection
- Secondary data collection

Primary data collection

Primary data collection is where the data is collected for the first time, it is also known as fresh data, data which are original in character. In this study, Questionnaires were used as an instrument for collecting primary data from the respondents.

- The data is collected from clients of Zen martial arts academy.(30 respondents)
- The respondents of the promotional activity through telephonic interview. (25respondents)

Secondary data collection

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data. In this study has been obtained through the internet and company documents.

3.4 Time period covered

The time period covered for the study is six weeks.

3.5 Population & sample size

An important decision that has to be taken in adopting a sampling technique is about the size of the sample. Size of the sample means the number of sampling units selected from the population for investigation sample size that answers "How many customers should be surveyed."In this study, the **sample size is 55 members.**

3.6 Sampling technique

The Non-probability convenience sampling technique was used. In this type of sampling, items for the samples are selected deliberately by the researcher, his choice concerning the items remain supreme.

3.7 Statistical tools used

The data collected can be analyzed with various methods used for the data analysis. The statistical tools used for the analysis are,

- Simple percentage analysis
- Correlation analysis
- Chi square test

3.8 Limitations of the study

- The study is conducted within a short span of time.
- The study is limited only to Coimbatore city. So, the result may not be applicable to other geographical regions.
- Time factor acted as a barrier to get valuable insights on detailed consumer preferences due to telephonic interview.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage analysis

TABLE 4.1.1

Age of respondents

Age	Frequency	Valid Percent
10-15	3	5.5
15-18	16	29.1
18-29	17	30.9
29+	19	34.5
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 5.5% of the respondents are belonging to 10-15 age category, 29.1% of the respondents are belonging to 15-18 age category. 30.9 % of the respondents are belonging to 18-29 age category. 34.5% of the respondents are belonging to 29+ age category.

INFERENCE

From the above data, it is inferred that most of respondents, i.e., 34.5 % of the respondents are belonging to 29+ age category.

CHART 4.1.1

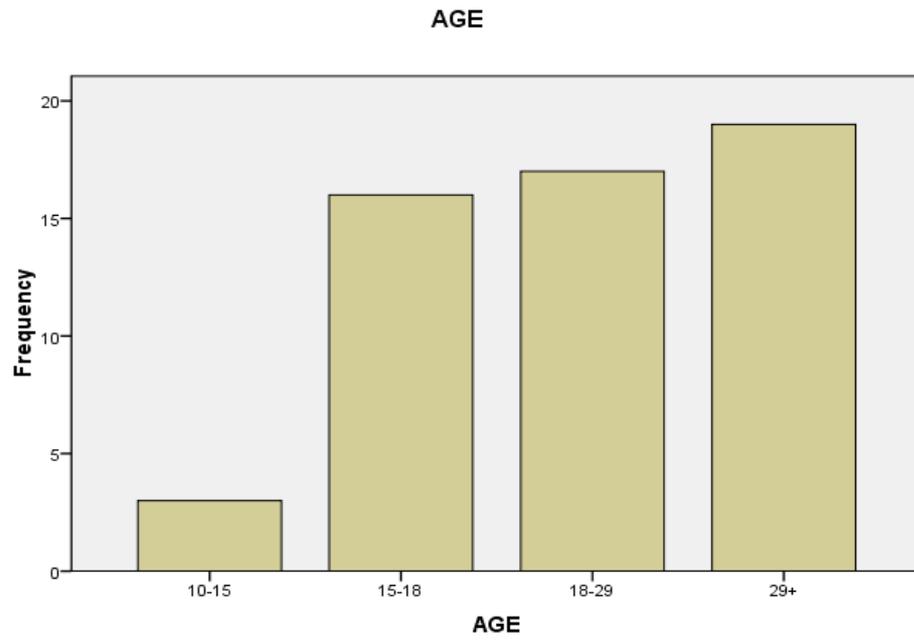


TABLE 4.1.2**Gender of respondents**

Gender	Frequency	Percent
Male	40	72.7
Female	15	27.3
Total	55	100.0

INTERPRETATION

From the above table it can be interpreted that 72.7% of the respondents were male, 27.3% of the respondents were female.

INFERENCE

From the above data, it is inferred that most of respondents, i.e., 72.7% of the respondents were male.

CHART 4.1.2

GENDER

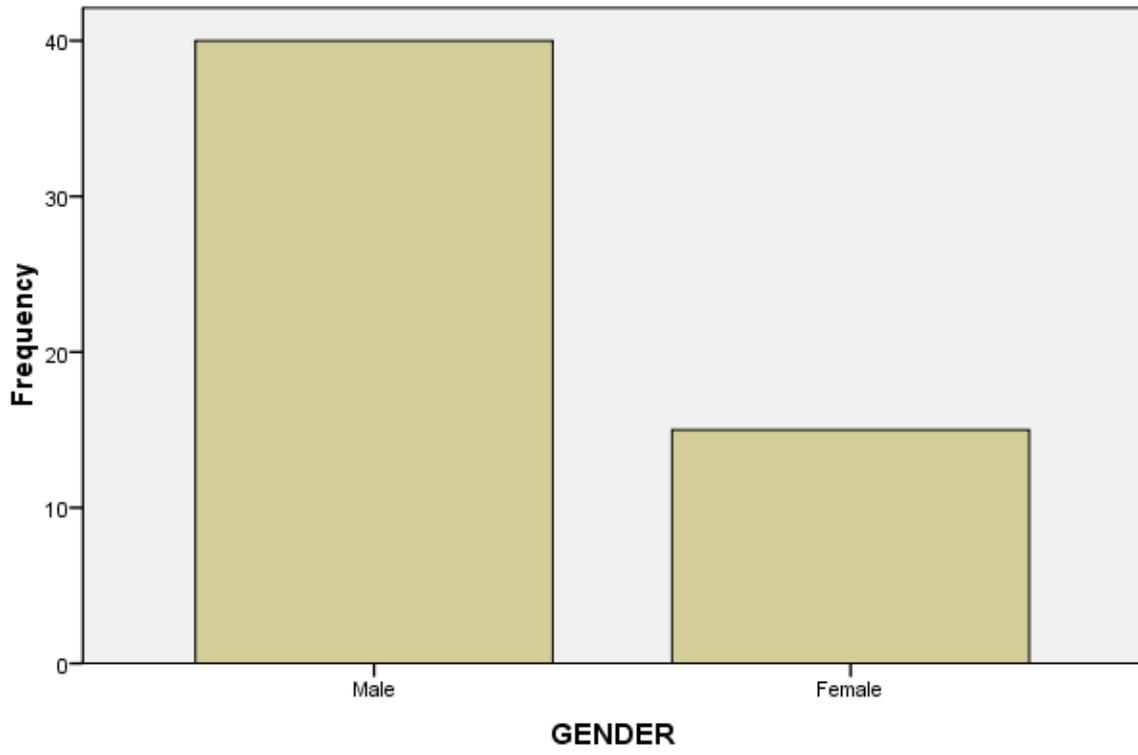


TABLE 4.1.3
Occupation of respondents

	Frequency	Percent
School student	17	30.9
College student	2	3.6
Private employee	17	30.9
Government employee	13	23.6
Business personnel	6	10.9
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 30.9% of the respondents were School students, 3.6% of the respondents were college students. 30.9 % of the respondents were Private employers.23.6% of the respondents were Government employer. 10.9 % of the respondents were Private employers.10.7% of the respondents were Business persons.

INFERENCE

From the above data, school students and Private employers were much interested to learn martial arts. Both the categories respectively were 30.9% of the total population.

CHART 4.1.3

OCCUPATION

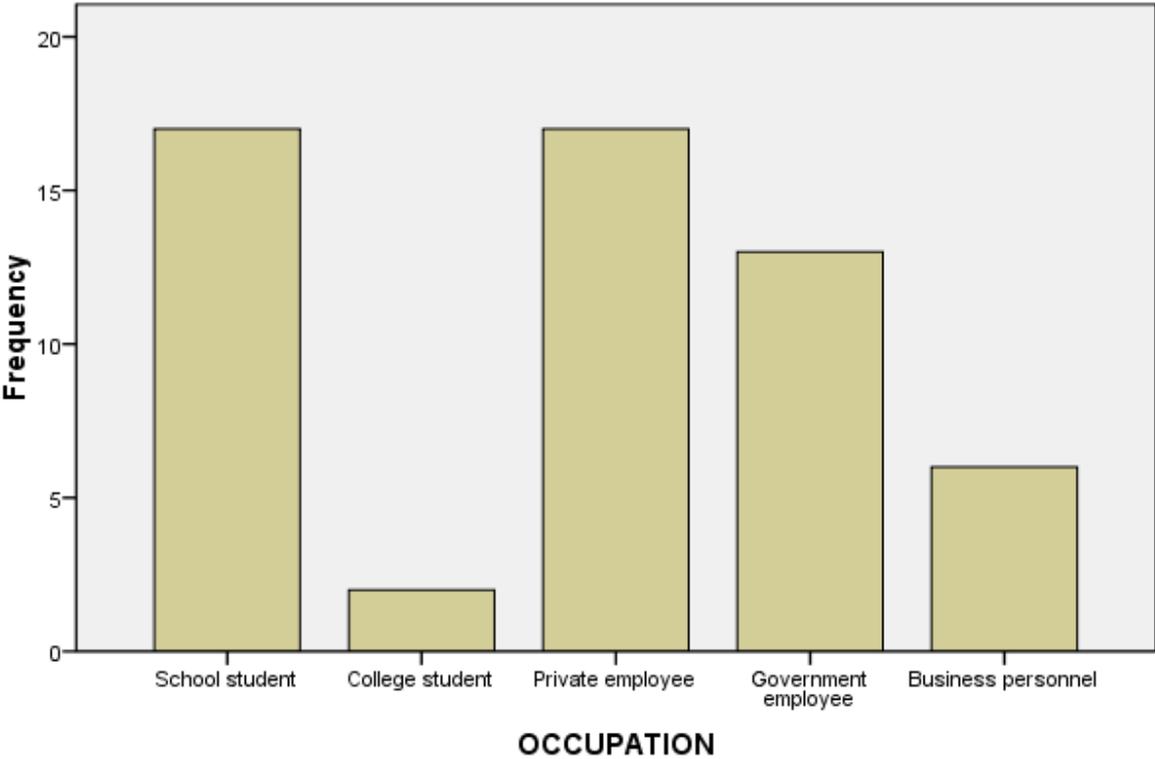


TABLE 4.1.4**Purpose of responding**

Purpose	Frequency	Valid Percent
Mental fitness	6	10.9
Physical fitness	20	36.4
Self defense	19	34.5
sports achievements	10	18.2
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 10.9% of the respondents believe that learning karate will provide them mental fitness. 36.4% of the respondents believe that it will provide them Physical fitness. 34.5% of the respondents believe that it will provide them Self-defense. 18.2% of the respondents believe that it will provide those sports achievements.

INFERENCE

From the above data, common public perceive that martial arts training will improve their physical fitness and they can learn self through these were the main purpose they are looking for from the service.

CHART 4.1.4

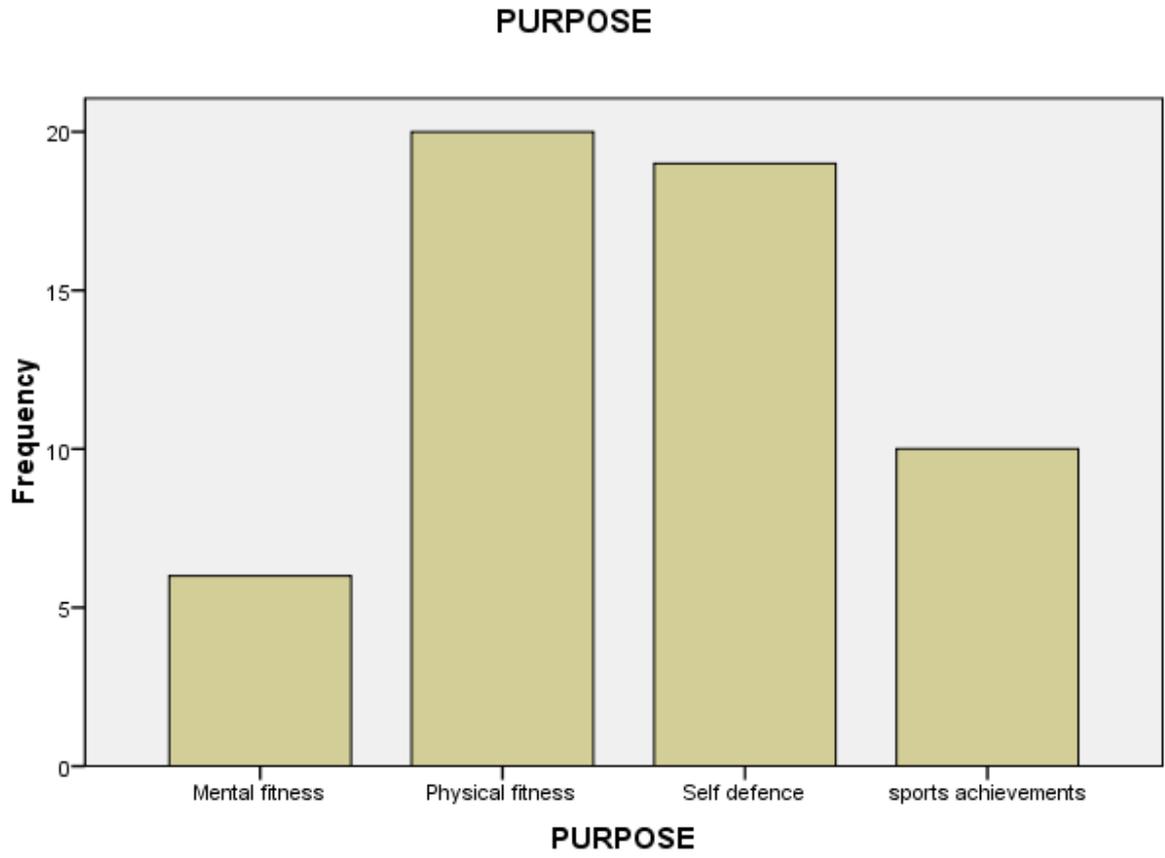


TABLE 4.1.5**Advertising channel**

Advertising channel	Frequency	Valid Percent
Flyers	13	23.6
Banners	21	38.2
Articles in newspapers	11	20.0
posters in shops	10	18.2
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 23.6% of the response were from flyers, 38.2% of the response were from Banner advertisement, 20.0% of the response were from newspaper articles and 18.2% of the response were from posters placed in shops.

INFERENCE

From the above data, the majority of the responses were from Banner advertisement i.e., 38.2% of population followed by flyer distribution i.e., 23.6% of population.

CHART 4.1.5

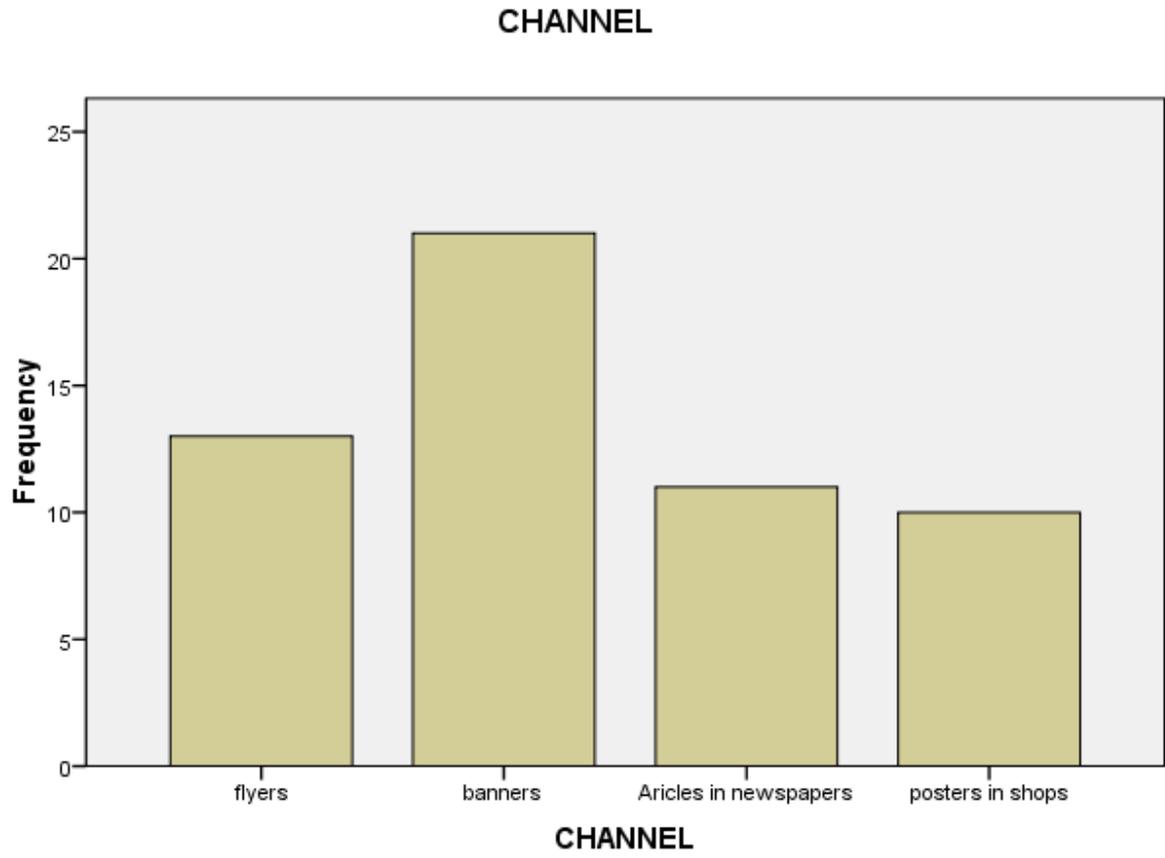


TABLE 4.1.6

Frequency of advertisement viewed

Frequency	Frequency	Percent
1times	31	56.4
2 times	18	32.7
3times	4	7.3
4times	1	1.8
More than 4 times	1	1.8
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 56.4% of the respondents have seen the advertisement only one time, 32.7% of the respondents have seen the advertisement two times. 7.3% of the respondents have seen the advertisement three times. 1.8% of the respondents have seen the advertisement four times. 1.8% of the respondents have seen the advertisement more than four times.

INFERENCE

From the above data, it can be inferred that out of all channels there is high possibility for banner advertisements ie., 56.4% to be view by the public repeatedly.

CHART 4.1.6

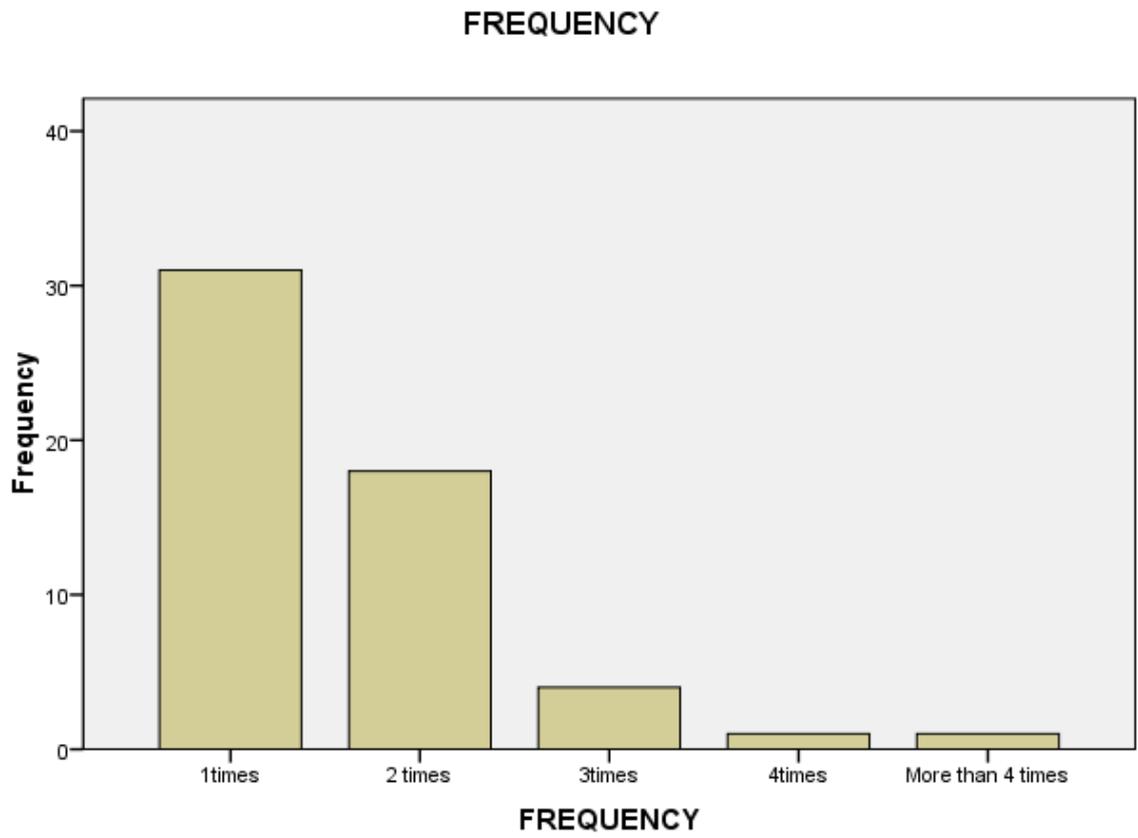


TABLE 4.1.7

Overall rating of the advertisement

	Frequency	Valid Percent
About the same	19	34.5
A little better than the others	23	41.8
Much better than the others	13	23.6
Total	55	100.0

INTERPRETATION

From the table it can be interpreted that 34.5% of the respondents have rated the advertisement as about the same as other such advertisements, 41.8% of the respondents have rated the advertisement as little better than the others advertisements. 23.6% of the respondents have rated the advertisement as much better than the others advertisements.

INFERENCE

From the above data, it can be inferred that majority of the respondents ie.,41.8% have rated the advertisement as little better than the others advertisements.

CHART 4.1.7

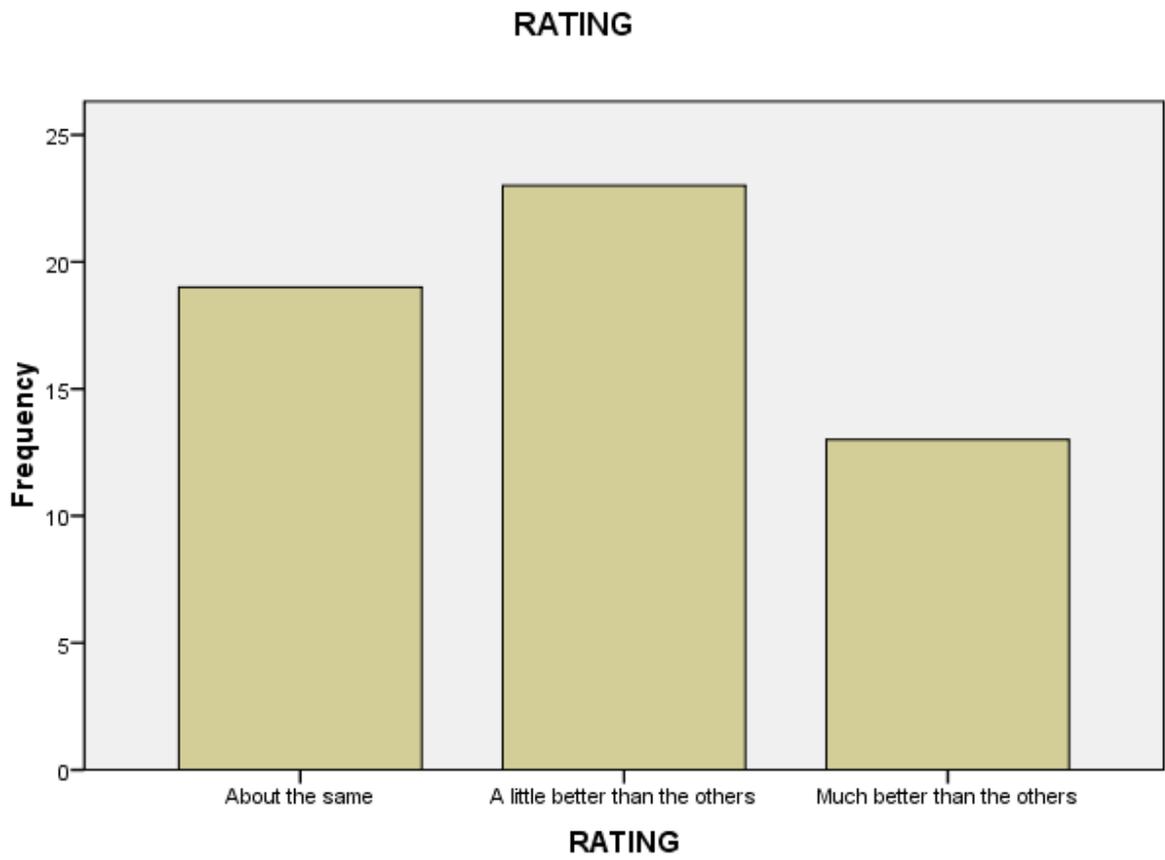


TABLE 4.1.8

Rating for advertisement attribute: Informative

Rating	Frequency	Valid Percent
3	20	36.4
4	30	54.5
5	5	9.1
Total	55	100.0

CHART 4.1.8

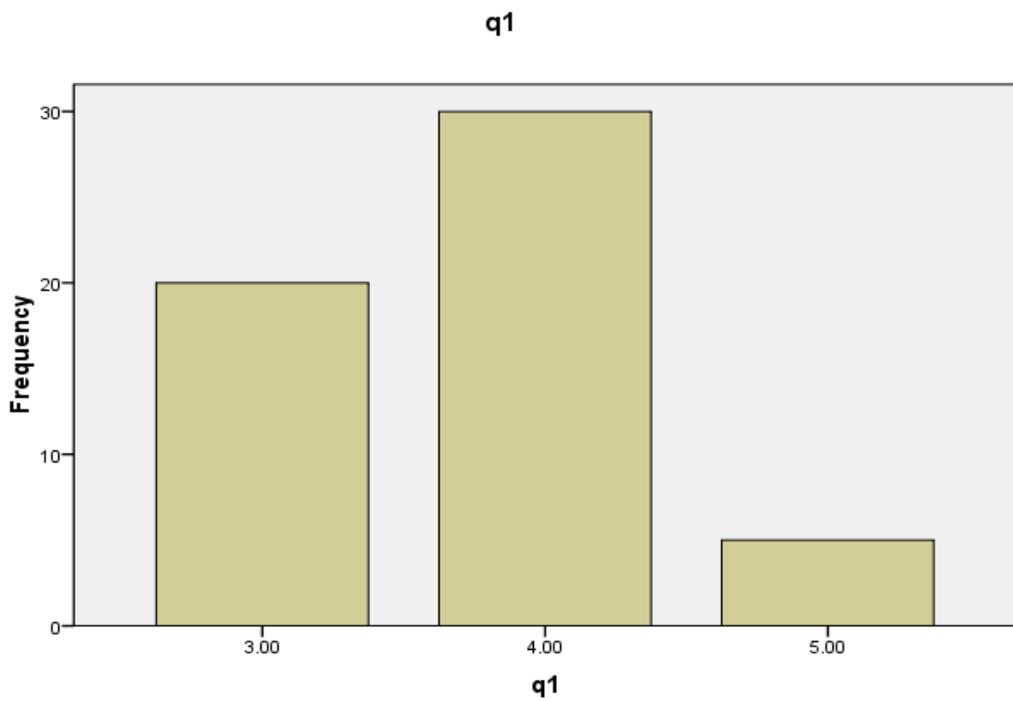


TABLE 4.1.9

Rating for advertisement attribute: Creative

Rating	Frequency	Valid Percent
2	12	21.8
3	23	41.8
4	12	21.8
5	8	14.5
Total	55	100.0

CHART 4.1.9

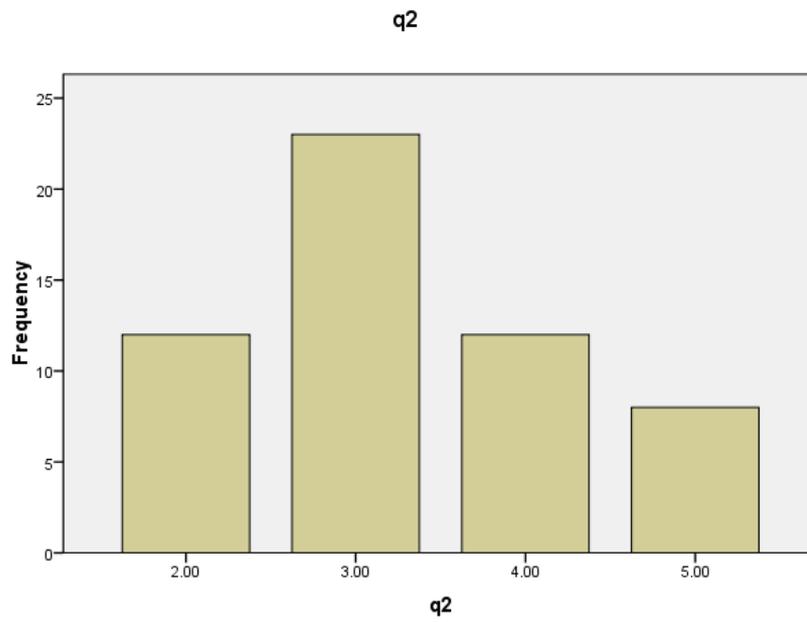


TABLE 4.1.10

Rating for advertisement attribute: Attractive

Rating	Frequency	Valid Percent
2	2	3.6
3	24	43.6
4	28	50.9
5	1	1.8
Total	55	100.0

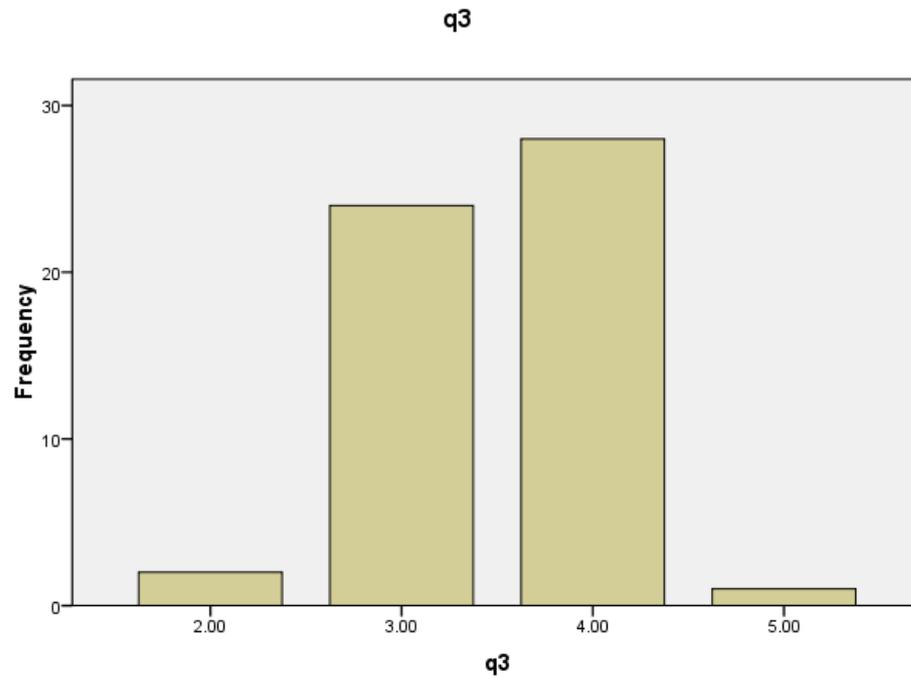
CHART 4.1.10

TABLE 4.1.11

Rating for advertisement attribute: Uniqueness

Rating	Frequency	Valid Percent
1	4	7.3
2	12	21.8
3	17	30.9
4	13	23.6
5	9	16.4
Total	55	100.0

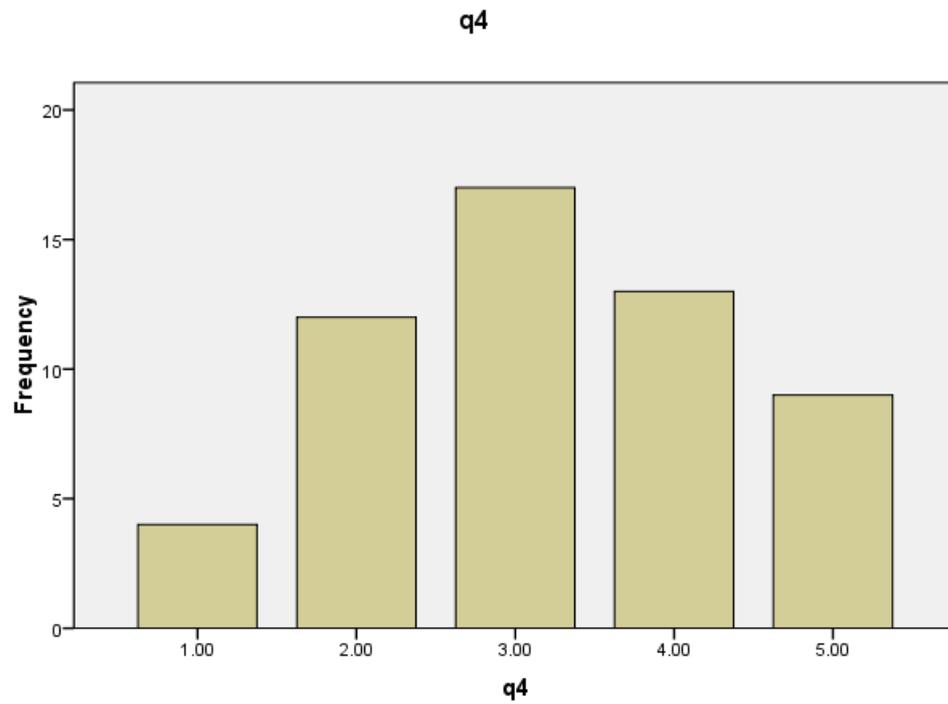
CHART 4.1.11

TABLE 4.1.12

Rating for advertisement attribute: Clarity

Rating	Frequency	Valid Percent
2	1	1.8
3	16	29.1
4	34	61.8
5	4	7.3
Total	55	100.0

CHART 4.1.12

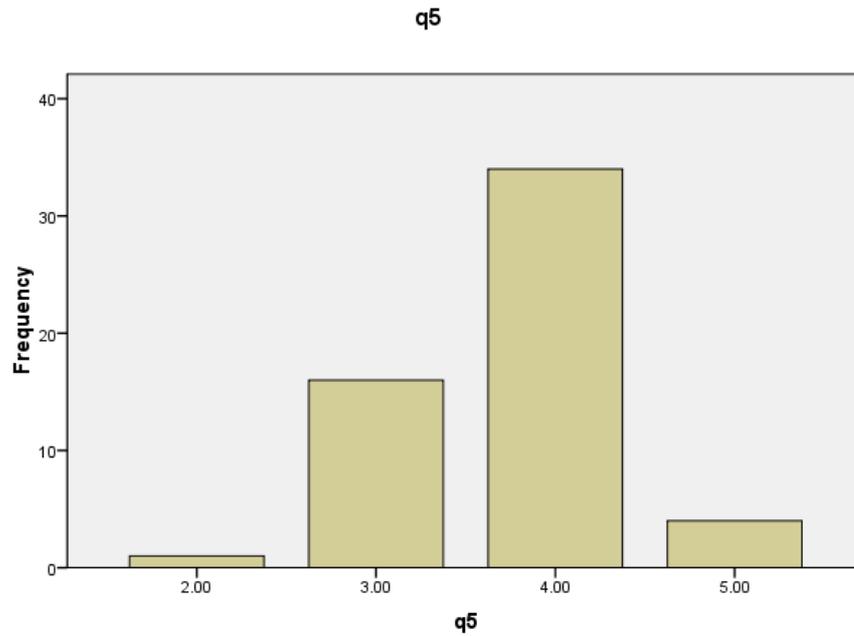


TABLE 4.1.13

Rating for advertisement attribute: Genuine

Rating	Frequency	Valid Percent
2	1	1.8
3	21	38.2
4	25	45.5
5	8	14.5
Total	55	100.0

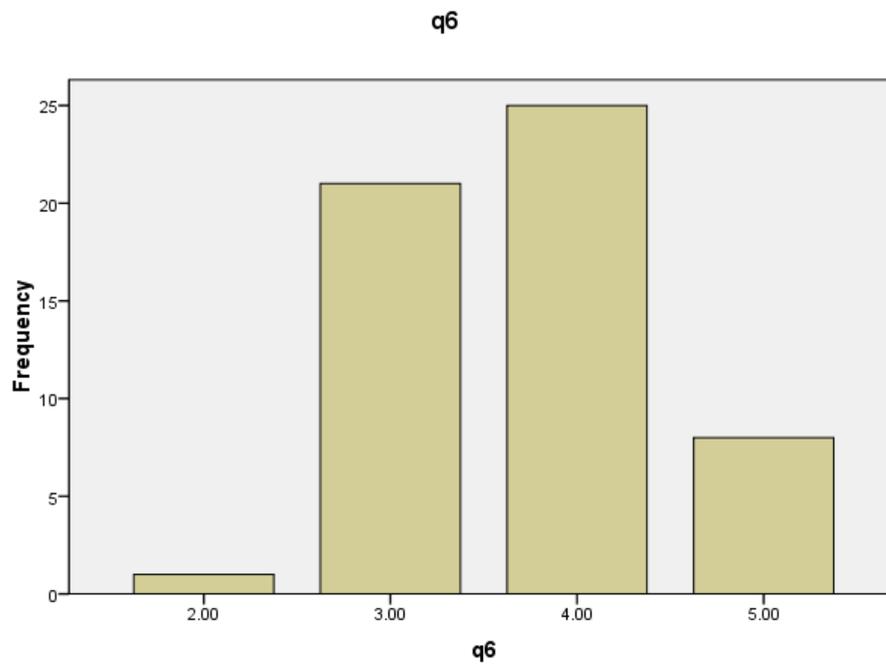
CHART 4.1.13

TABLE 4.1.14

Rating for advertisement attribute: Pleasant

Rating	Frequency	Valid Percent
2	10	18.2
3	23	41.8
4	22	40.0
Total	55	100.0

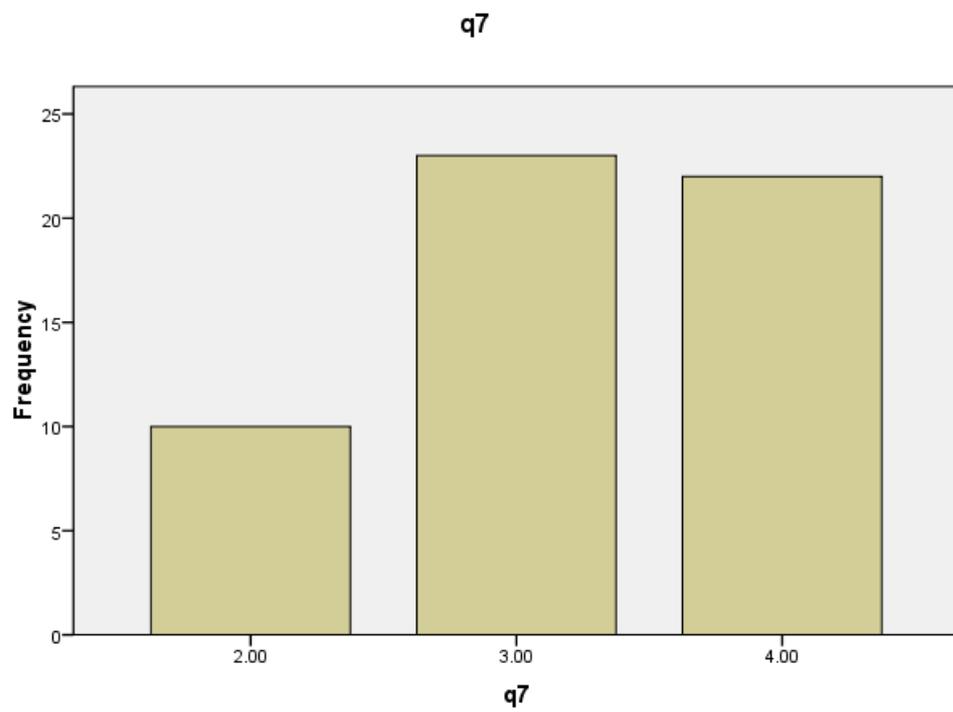
CHART 4.1.14

TABLE 4.1.15

Rating for advertisement attribute: Simplicity

Rating	Frequency	Valid Percent
2	1	1.8
3	23	41.8
4	27	49.1
5	4	7.3
Total	55	100.0

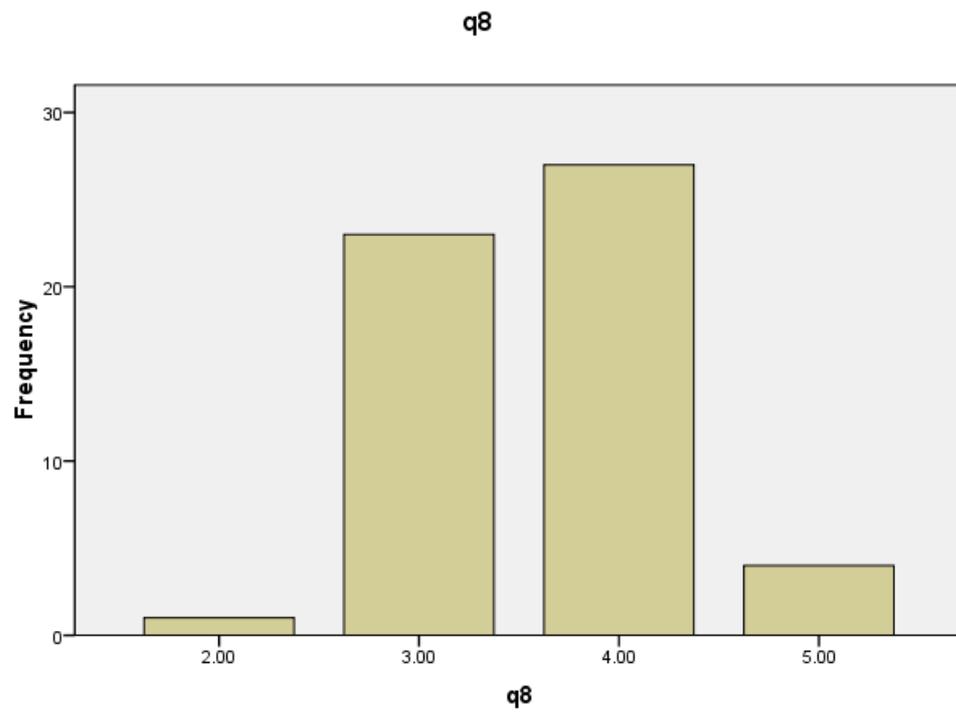
CHART 4.1.15

TABLE 4.1.16

Rating for advertisement attribute: Memorable

Rating	Frequency	Valid Percent
2	2	3.6
3	25	45.5
4	22	40.0
5	6	10.9
Total	55	100.0

CHART 4.1.16

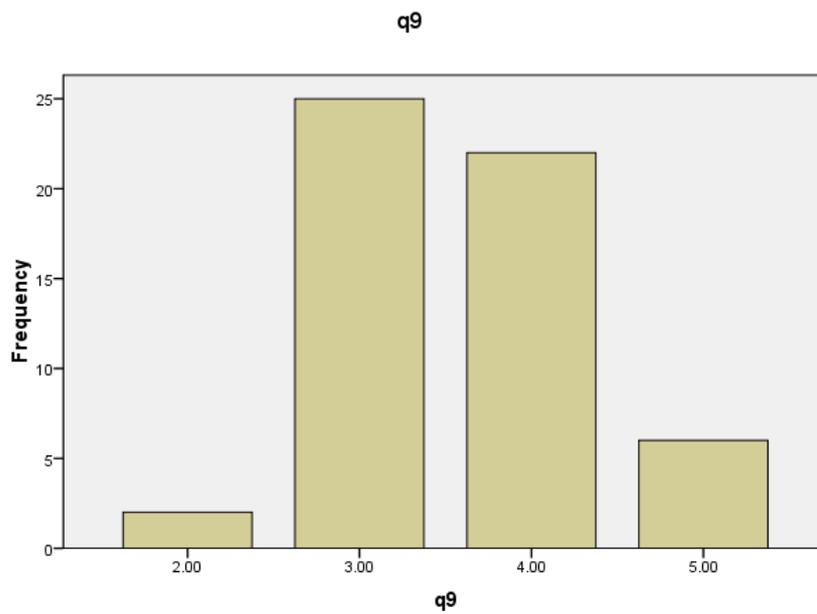


TABLE 4.1.17

Rating for advertisement attribute: Motivating

Rating	Frequency	Valid Percent
2	3	5.5
3	20	36.4
4	20	36.4
5	12	21.8
Total	55	100.0

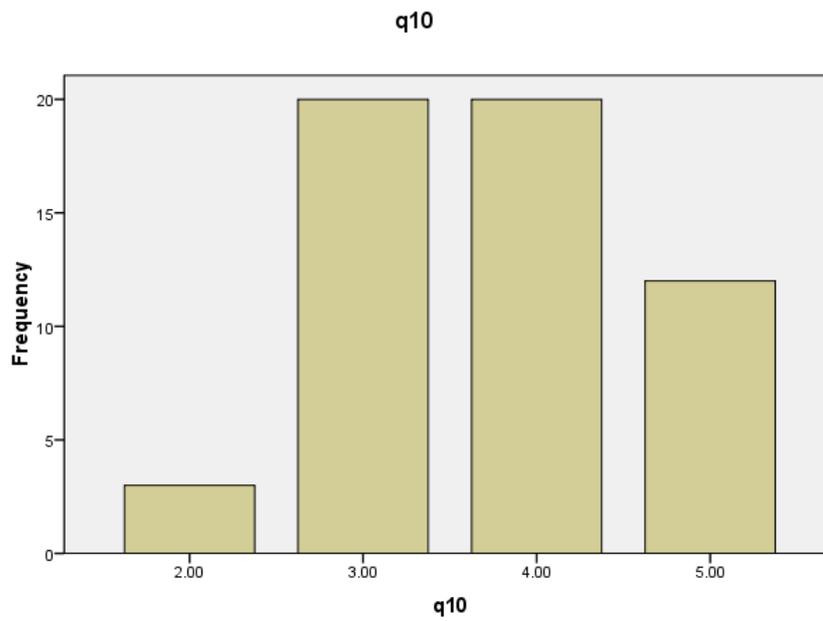
CHART 4.1.17

TABLE 4.1.18

Rating for advertisement attribute: Related

Rating	Frequency	Valid Percent
2	3	5.5
3	12	21.8
4	30	54.5
5	10	18.2
Total	55	100.0

CHART 4.1.18

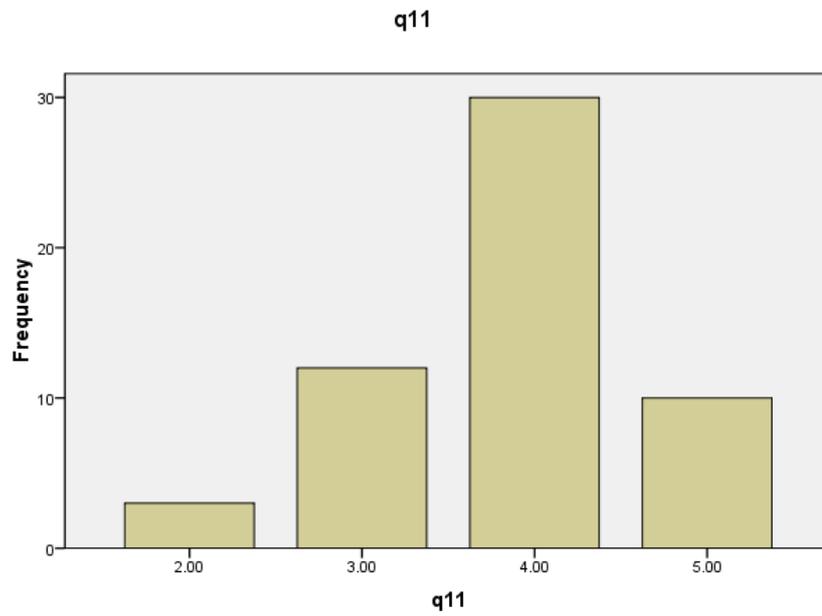


TABLE 4.1.19

Rating for advertisement attribute: Overall quality

Rating	Frequency	Valid Percent
2	2	3.6
3	21	38.2
4	25	45.5
5	7	12.7
Total	55	100.0

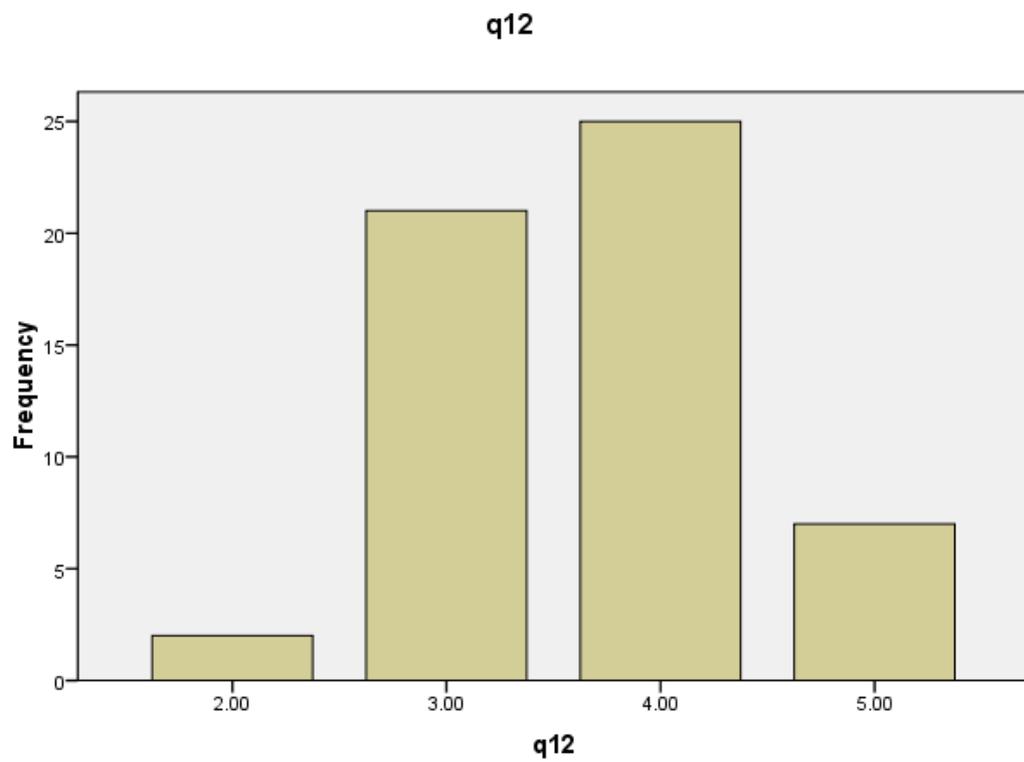
CHART 4.1.19

TABLE 4.1.20

Rating for advertisement attribute: Emotional

Rating	Frequency	Percent
2	1	1.8
3	26	47.3
4	21	38.2
5	7	12.7
Total	55	100.0

CHART 4.1.20

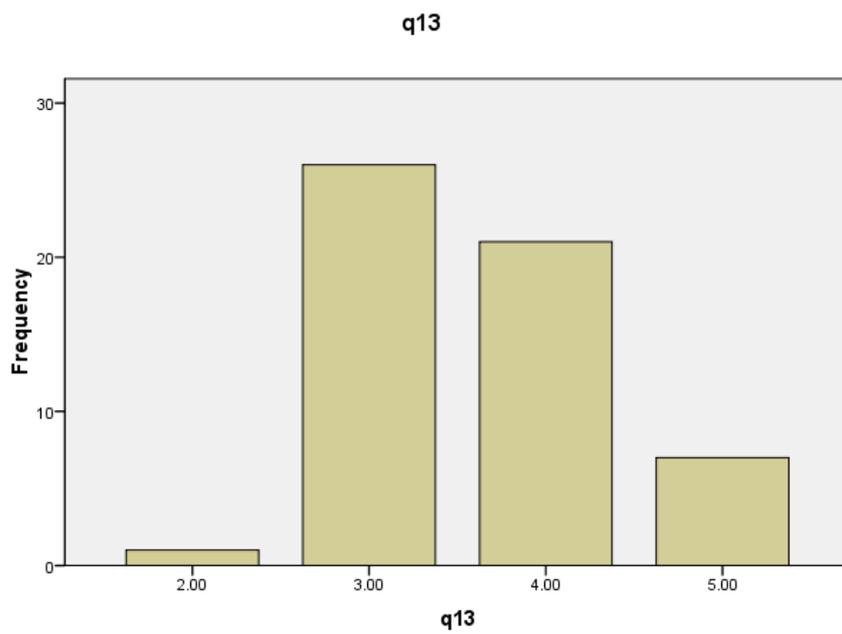


TABLE 4.1.21

Rating for advertisement attribute: Immaturity

Rating	Frequency	Valid Percent
1	34	61.8
2	20	36.4
3	1	1.8
Total	55	100.0

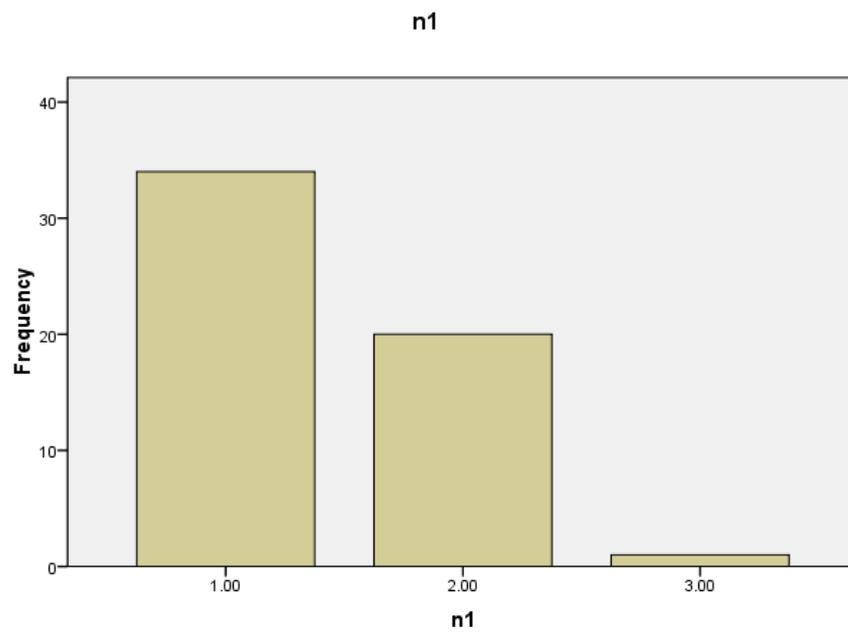
CHART 4.1.21

TABLE 4.1.22

Rating for advertisement attribute: Irritation

Rating	Frequency	Valid Percent
1	40	72.7
2	14	25.5
3	1	1.8
Total	55	100.0

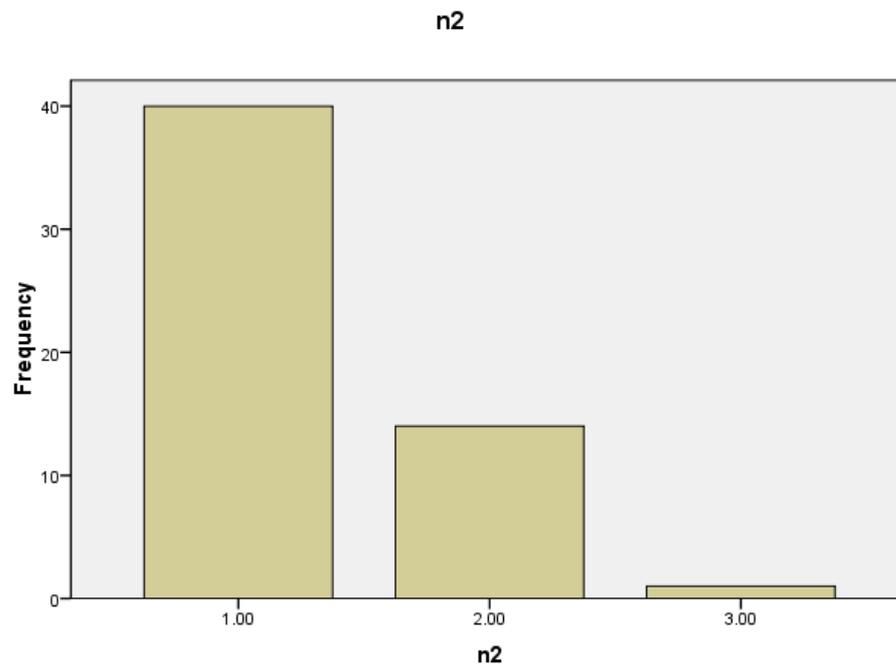
CHART 4.1.20

TABLE 4.1.21

Rating for advertisement attribute: Boredom

Rating	Frequency	Valid Percent
1	28	50.9
2	21	38.2
3	5	9.1
4	1	1.8
Total	55	100.0

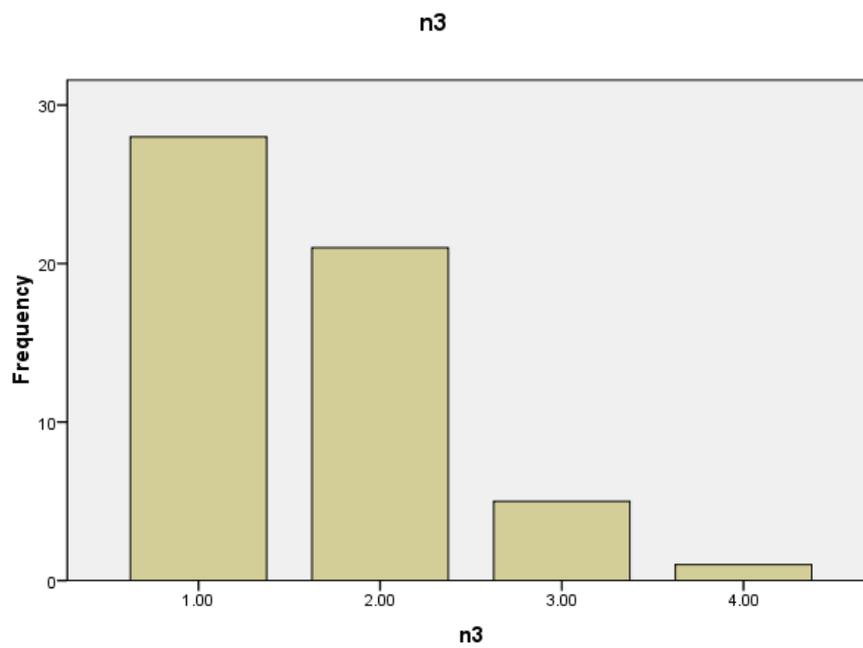
CHART 4.1.21

TABLE 4.1.23
Rating on appealing to eye

Rating	Frequency	Valid Percent
2	16	29.1
3	36	65.5
4	3	5.5
Total	55	100.0

CHART 4.1.23

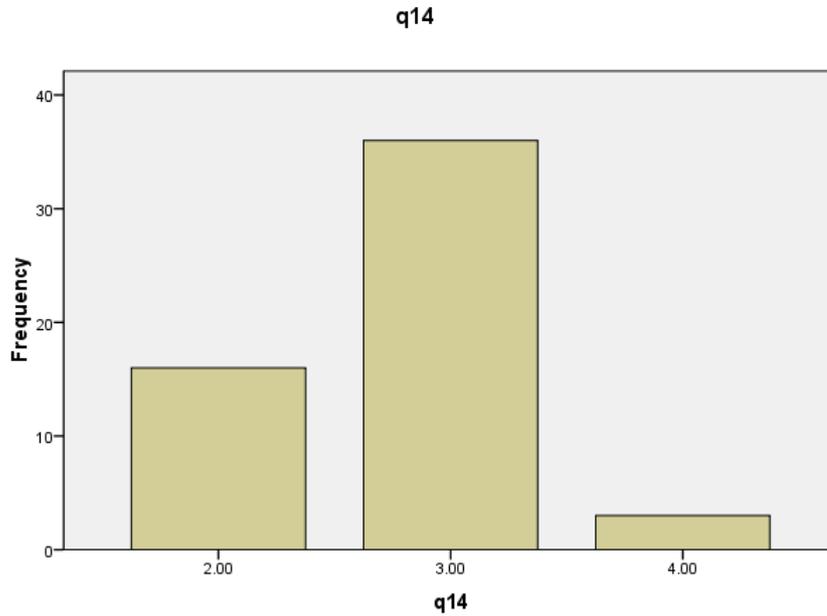


TABLE 4.1.24
Rating on fun to watch

Rating	Frequency	Percent
2	9	16.4
3	40	72.7
4	6	10.9
Total	55	100.0

CHART 4.1.24

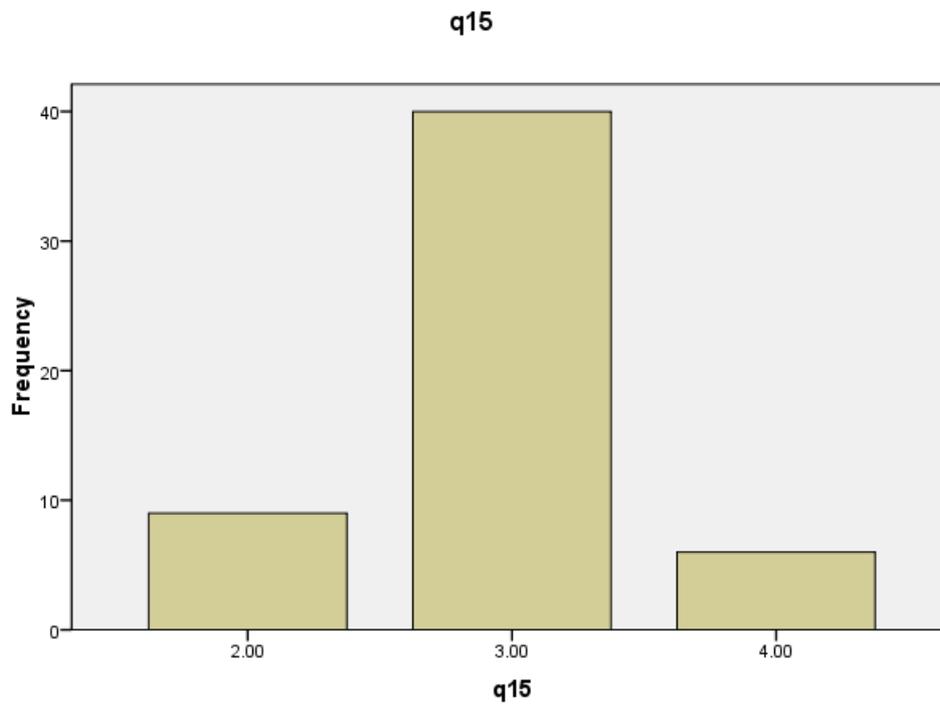


TABLE 4.1.25
Willingness to Refer this advertisement to others

Rating	Frequency	Valid Percent
2	3	5.5
3	30	54.5
4	20	36.4
5	2	3.6
Total	55	100.0

CHART 4.1.25

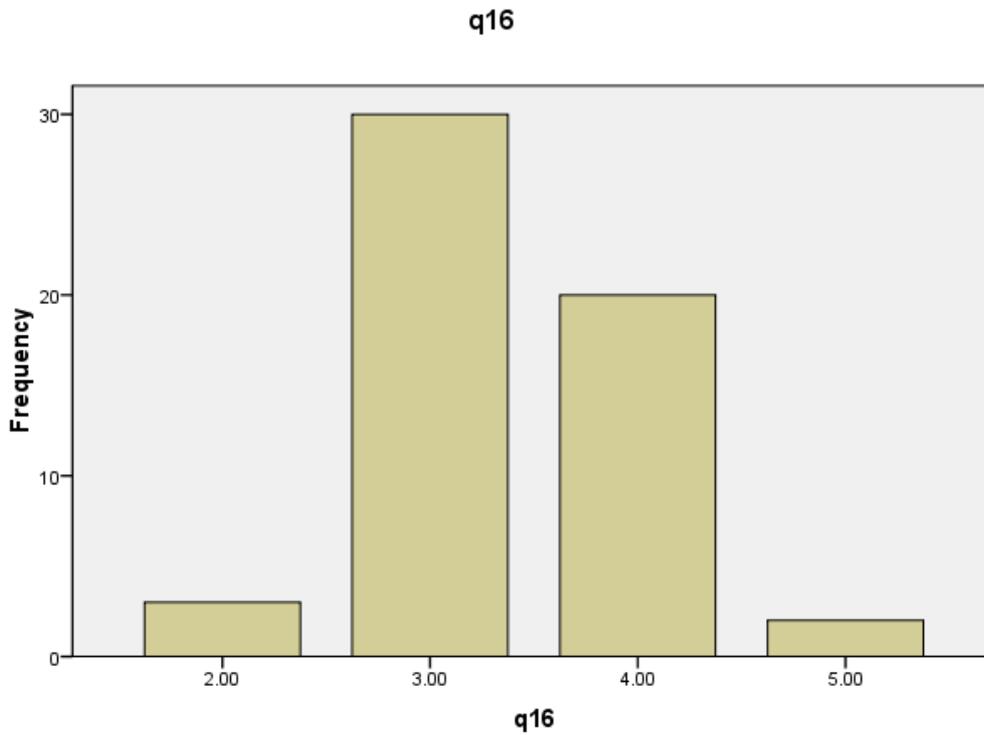


TABLE 4.1.26
Positive reaction on advertisement

Rating	Frequency	Valid Percent
3	29	52.7
4	26	47.3
Total	55	100.0

CHART 4.1.26

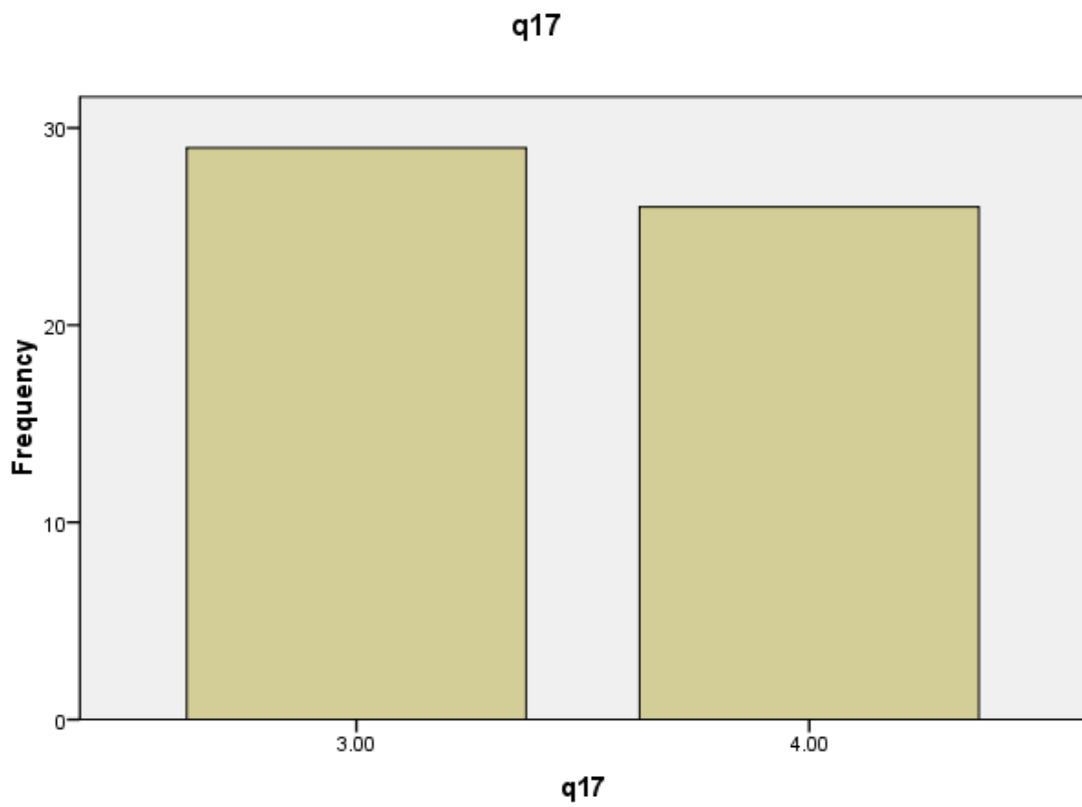


TABLE 4.1.27
Willingness to see similar ads

Rating	Frequency	Valid Percent
3	16	29.1
4	35	63.6
5	4	7.3
Total	55	100.0

CHART 4.1.27

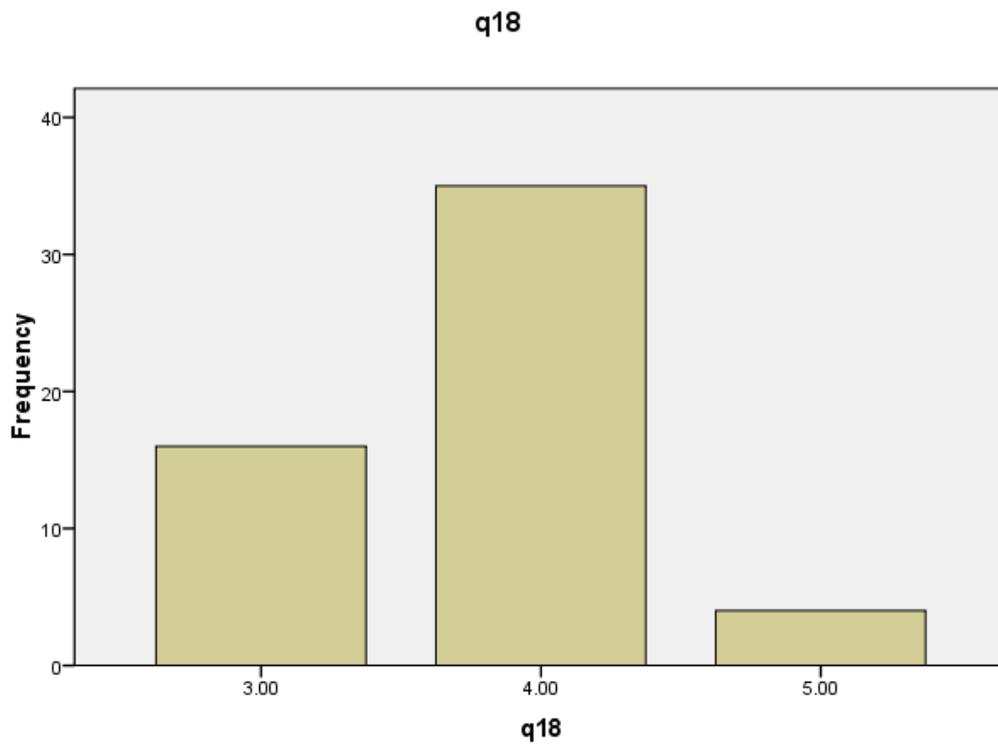
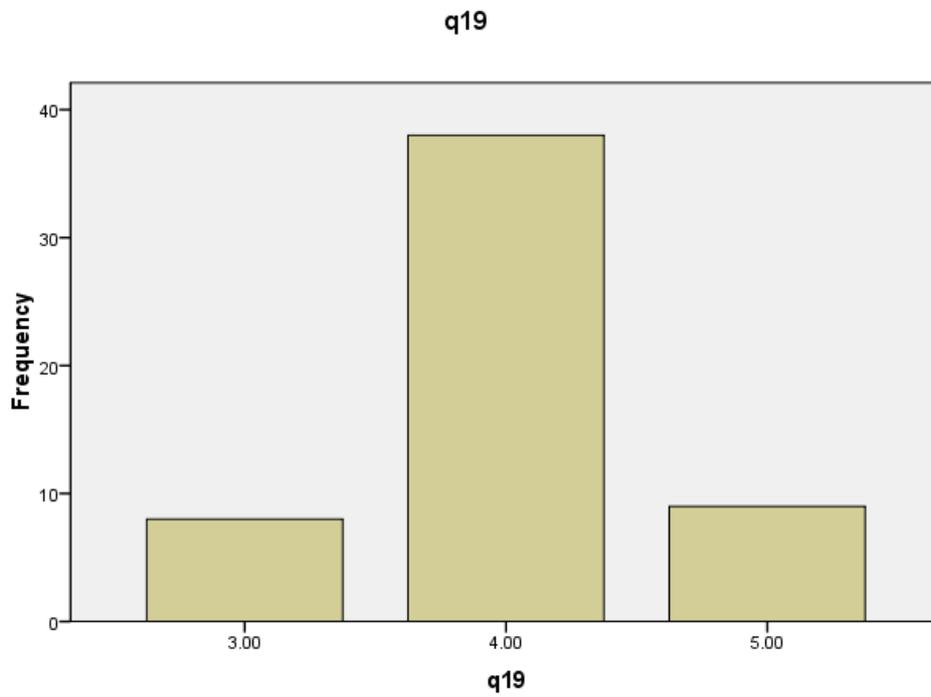


TABLE 4.1.28

Willingness to purchase the service offered

Rating	Frequency	Percent
3	8	14.5
4	38	69.1
5	9	16.4
Total	55	100.0

CHART 4.1.26

4.2 Correlation analysis

TABLE 4.2.1

Correlation between rating and each attributes

Attributes	Correlation	Sig. (2-tailed)
Informative	.366**	.006
Creative	.617**	.000
Creative	.203	.137
Attractive	.376**	.005
Unique	.216	.113
Pleasant	.344*	.010
Clarity	.274*	.043
Genuine	.362**	.007
Memorable	.379**	.004
Emotional	.266*	.050
simplicity	.316*	.019
Motivating	.196	.150
quality	.024	.865

Attributes	Correlation	Sig. (2-tailed)
Informative	.366**	.006
Creative	.617**	.000
Creative	.203	.137
Attractive	.376**	.005
Unique	.216	.113
Pleasant	.344*	.010
Clarity	.274*	.043
Genuine	.362**	.007
Memorable	.379**	.004
Emotional	.266*	.050
simplicity	.316*	.019
Motivating	.196	.150
quality	.024	.865

INTERPRETATION

From the table it can be interpreted that there is correlation between overall rating and the following attributes of the advertisement Informative (36.6%), Creative (61.7%), Unique (37.6 %), Clarity (34.4%), Genuine (27.4%),Motivating (31.6 %),Memorable (36.2 %), and Simplicity (37.9%).

INFERENCE

From the above data, it can be inferred that the following attributes, Informative, Creative, Unique, Clarity, Genuine, Motivating, Memorable and Simplicity affects the overall rating much than other attributes of the advertisement.

TABLE 4.2.2
Correlation between negative factors and rating

		Immature	Irritating	Boring	RATING
RATING	Pearson Correlation	-.486**	-.208	-.275*	1
	Sig. (2-tailed)	.000	.128	.042	
	N	55	55	55	55

INTERPRETATION

From the table it can be interpreted that there is negative correlation between overall rating and the negative attributes of the advertisement, i.e., immature (48.6%), irritating (20.8%), boring (27.5%).

4.3 Chi-square tests

4.3.1 Type of advertisement and the rating

HYPOTHESIS 1:

Ho: There is no association between the Type of advertisement and the advertisement's rating.

Ha: There is association between the Type of advertisement and the advertisement's rating.

CALCULATION:

TABLE 4.3.1.1

Chi-Square between the Type of advertisement and the advertisement's rating.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.20	6	.001

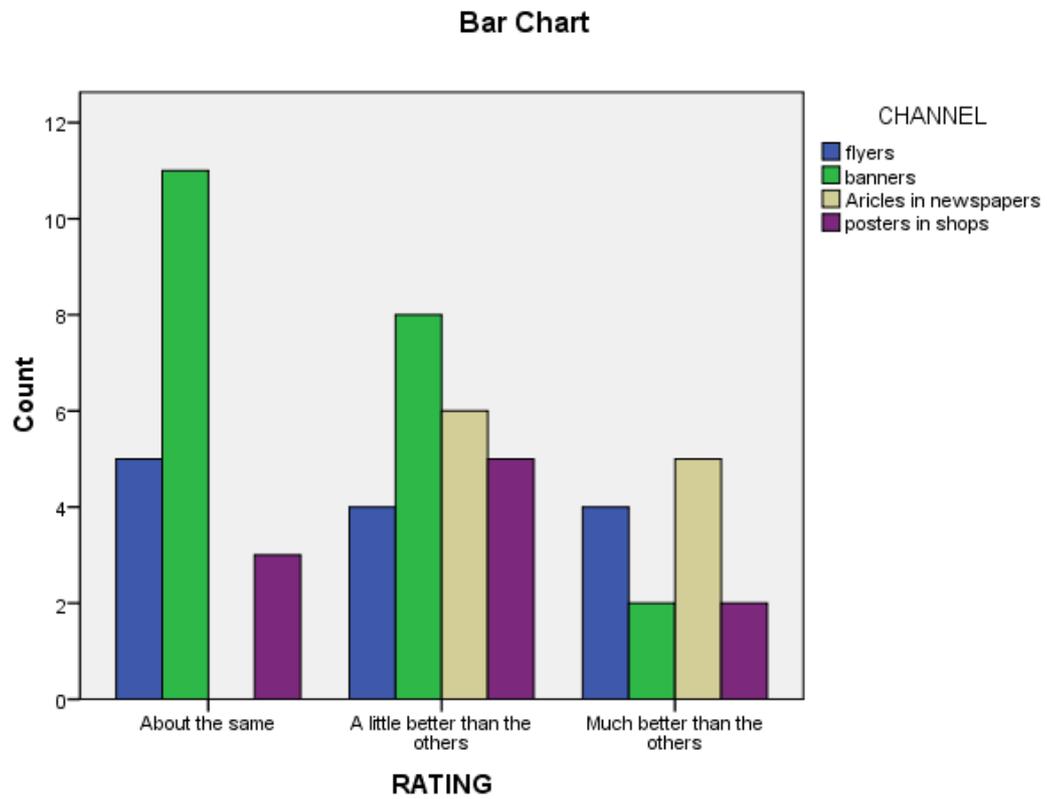
INTERPRETATION

Since, the asymptotic significance value 0.001 is greater than 0.005, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha).

INFERENCE

There is association between the type of advertisement and the advertisement's rating.

CHART 4.3.1.1



4.3.2 Hypothesis 2:

Ho: There is no association between the PURPOSE and GENDER of the respondent.

Ha: There is association between the PURPOSE and GENDER of the respondent.

TABLE 4.3.2.1

chi-square test between the purpose and gender of the respondent

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.217	3	.359

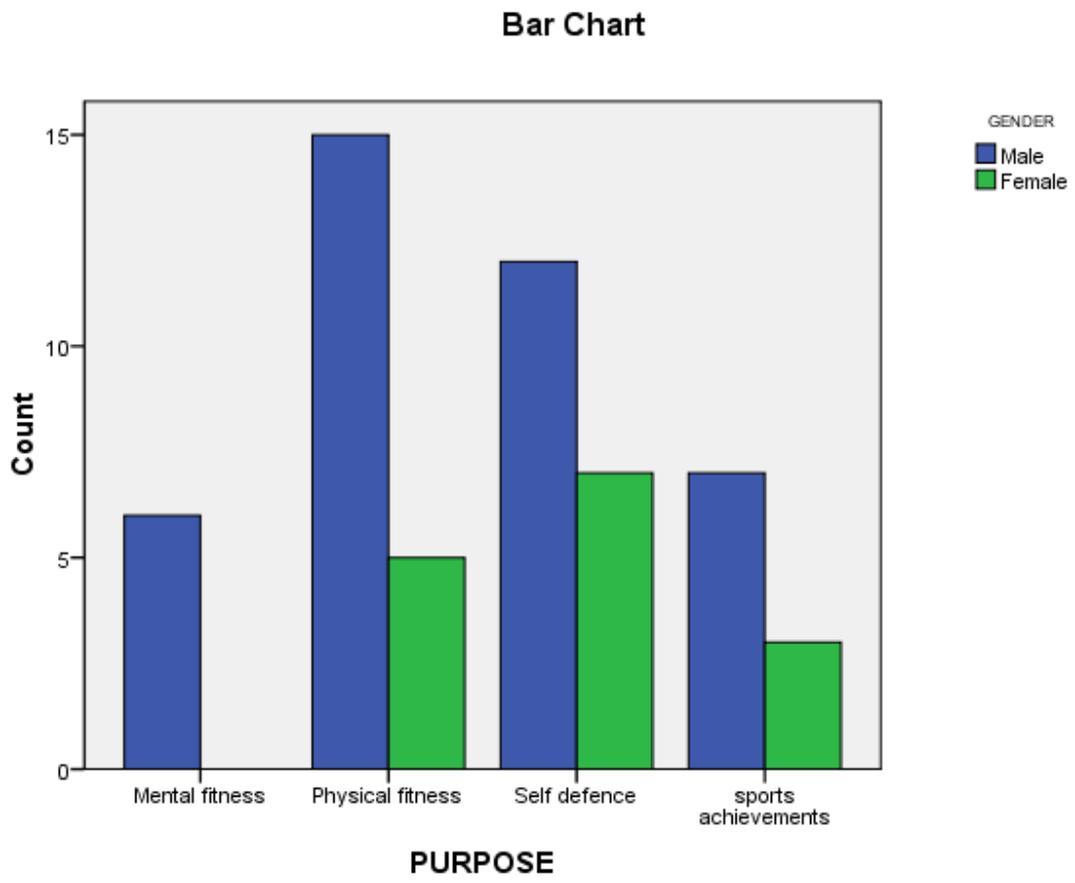
INTERPRETATION

Since, the asymptotic significance value 0.359 is greater than 0.005, we reject the null hypothesis (Ha) and accept the alternative hypothesis (Ho).

INFERENCE

There is no association between the PURPOSE and GENDER of the respondent.

CHART 4.3.2.1



4.3.3 Hypothesis 3:

Ho: There is no association between the PURPOSE and AGE of the respondent.

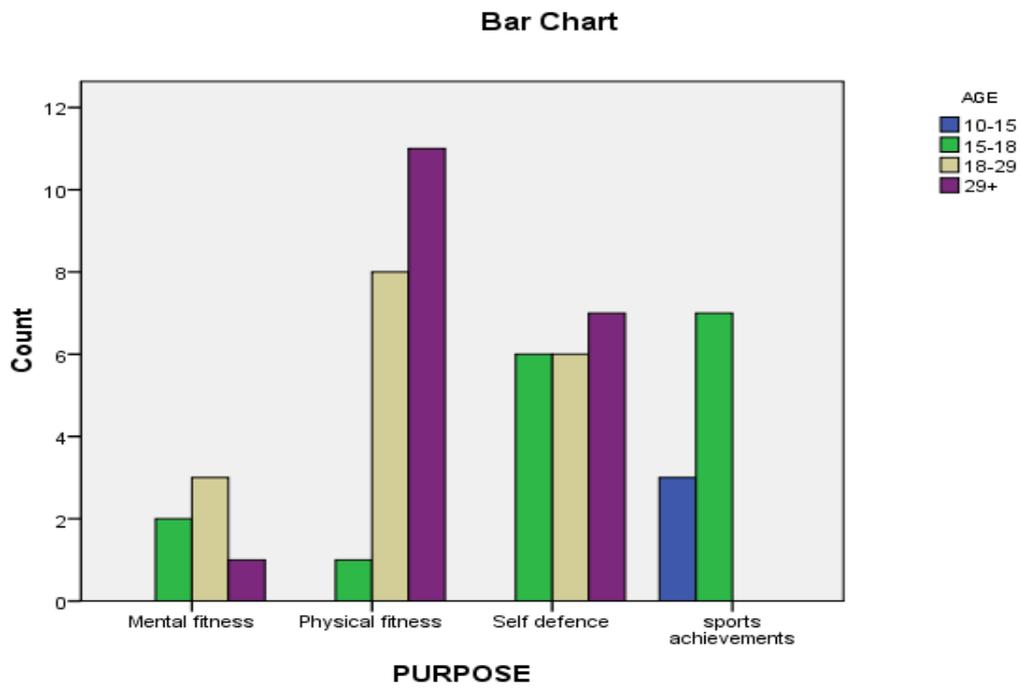
Ha: There is association between the PURPOSE and AGE of the respondent.

TABLE4.3.2.1

Chi-square between purpose and age of the respondent.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.117 ^a	9	.000

CHART 4.3.2.1



INTERPRETATION

Since, the asymptotic significance value 0.000 is less than 0.005, we accept the null hypothesis (H_0) and reject the alternative hypothesis (H_a).

INFERENCE

There is association between the PURPOSE and AGE of the respondent.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings:

- Most of respondents, i.e., 34.5% of the respondents are belonging to 29+ age category and most of respondents, i.e., 72.7% of the respondents were male.
- School students and Private employers were much interested to learn martial arts. Both the categories respectively were 30.9% of the total population.
- Majority of the responses were from Banner advertisement i.e., 38.2% of population, followed by flyer distribution i.e., 23.6% of population. This shows that these two channels were comparatively more effective.
- Common public perceive that martial arts training will improve their physical fitness and they can learn self through these were the main purpose they are looking for from the service.
- From the above data, it can be inferred that out of all channels there is high possibility for banner advertisements i.e., 56.4% to be view by the public repeatedly.
- Most of respondents i.e., 41.8% have rated the advertisement as little better than the others advertisements.
- From the correlation analysis attributes like, Informative, Creative, Uniqueness, Clarity, Genuine, Motivation, Memorable and Simplicity affects the overall rating much than other attributes of the advertisement.

- From the correlation analysis there is negative correlation between overall rating and the negative attributes of the advertisement, i.e., immature (48.6%), irritating (20.8%), boring (27.5%).
- From the chi square analysis, there is association between the type of advertisement and the advertisement's rating.
- From the chi square analysis, there is no association between the PURPOSE and GENDER of the respondent.
- From the chi square analysis, there is association between the PURPOSE and AGE of the respondent.

5.2 Suggestions

- In the study, it was observed that most of the people have come to know about the service through banner advertisements and it has high possibility to view repeatedly which remains the person about academy again and again so this Channel is the most effective one, the academy may use this channel for their future promotional activities which will have comparatively high reach.
- It was observed that Common public perceive that martial arts training will improve their physical fitness and they can learn self through these were the main purpose they are looking for from the service. So positioning the service based on the perceived purpose will attract more customers.
- It was observed that majority of respondents are male school students and private employers, the female population were just nearly one-fourth of the population. So the academy may introduce new services that attract or which will benefit female genders.

- It was observed that attributes like, Informative, Creative, Uniqueness, Clarity, Genuine, Motivation, Memorable and Simplicity have positive effect over the overall rating and boredom irritation immature have negative positive effect over the overall rating. During the next promotional activity the academy shall consider these attributes as important attributes and design their promotional activity.

5.3 Conclusion

As a result of the study, it was found that the promotional activity of Zen martial arts academy was effective, which need to concentrate more on female genders and modifications have to be done in promotional activity to increase the responses from females thus increasing the overall reach. It was also found out that the physical fitness and self-defense were the purpose that majority perceive. Which had been mentioned it the promotional tools. Hence, we conclude that among all promotional channels banner advertisements and flyer distribution have high reach and comparatively more effective.

5.4 Scope for further study

This study acts as a pointer for further research on assessing the effectiveness of promotional activities, and how various channels can be contribute to the overall effectiveness of the promotional activities.

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ANNEXURE 1



ZEN MARTIAL ARTS ACADEMY

Summer & Regular

KARATE

Classes



Self defense	Diet	Fitness tests	Strength
Mental fitness	Endurance	Flexibility	Course Certificate

CENTERS

FITNESS ONE, Opp. ICICI Bank, Trichy Road.	FITNESS ONE, Opp. Girls high School, R.S. Puram.	SPRINT, Opp. Varadaraja Mills, Hopes College.
--	--	---

Call us for **free** Trail Class

Master **N Karthikeyan** : +91 97894 63993 📞 +91 422 2551222

 www.facebook.com/ZenMartialArtsAcademy

ANNEXURE 2



HI-TECH KARATE CENTERS A/c



Opp. Girls high School
R.S. Puram
0422 2551222



Opp. ICICI Bank
Trichy road,
0422 6561222



Opp. Varadaraja Mills,
Hopes College.
+91 95853 80093



 zen martial arts academy

-  Self defense
-  Fitness tests
-  Mental fitness
-  Flexibility
-  Diet
-  Strength
-  Endurance
-  International tournaments

ANNEXURE 3

COIMBATORE

THE HINDU • SATURDAY, DECEMBER 31, 2011

Sabari Karthik does Coimbatore proud

Rayan Rozario

COIMBATORE: He started the year on a high, clinching the National Games gold. But, he did not rest on his laurels. He worked hard the whole year. It paid off in the form of a shining gold at the 24th National Karate Championship in Delhi recently.

G. Sabari Karthik of the KCT Business School was excited, winning the yellow metal in the below 75 kg men's individual kumite. "I am happy that I ended the year on a bright note. I would like to thank the Zen Martial Arts Academy [affiliated to the Alan Thilak Karate School], my coach sensei N. Karthikeyan, FitnessOne, my sponsors, and, of course, my family and friends for the great support."

The 21-year-old MBA student fought five rounds against karatekas from Manipur, Jammu and Kashmir, Haryana, Tamil Nadu Police and Madhya Pradesh before striking gold. Tamil Nadu finished second on the overall table with three gold, silver and bronze.

"If the National Games and National championship medals has come my way, it is because of my hard work in 2010. I had attended a special training session in Chennai for the Asian Games involving coaches from Iran and Spain, and later to Malaysia as well



AN ACHIEVEMENT: G. Sabari Karthik, the gold medal winner in the below 75-kg men's individual kumite in the national karate championship held in New Delhi recently. — PHOTO: SPECIAL ARRANGEMENT

for a short coaching stint. And, that resulted in a great 2011 for me," said Sabari, who currently takes karate classes at FitnessOne centres in R.S. Puram and Sungam.

Besides the National Games, Sabari participated in the Asian Championship in China, the Malaysian Open (he finished with silver) and the first South Asian championship in Delhi, where he finished took the silver and bronze. Sabari's first love for the sport started as an eight-year-old. He enjoyed everything he did and as a result, started reaping rewards at the district, State and National events. He was so strong with

the technicalities of the sport that he earned his first international outing in Philippines in 2005 at 15.

Thereafter, he became a frequent visitor to various international tournaments. He created an impression winning quite a few events as well. His achievements were recognised and he was rewarded with an admission in the MBA programme at KCT Business School through its sports window.

Sabari wants to do better in 2012. "I have an aim. I want to make it rich at the South Asian Games and later at the world championship in France."

ANNEXURE 4

Saturday 24 September 2011 19

metropolis

Coimbatore Chronicle

coimbatore

Martial arts students hope to put Cbe on the world map



The 'Zen' approach

GAUTAM SUNDER

DECCAN CHRONICLE

The word 'Zen' can be defined as a state of highest meditation; a philosophy that emphasises the attainment of enlightenment. As you enter the Zen Martial Arts Academy, this seems to ring true. The students, dressed smartly in their karate uniforms with belts of various colours, are in deep meditation and a sense of tranquility engulfs the room. Five minutes later, a cacophony of yelling breaks out, bricks are shattered, bodies tumble and cheers erupt. Who needs Japanese movies, eh?

Established 20 years ago by Karthikeyan, the academy has grown to prominence as one of the most distinguished karate centres in the state. With a 1,000 student strong enterprise covering over 25 schools and 3 colleges in Coimbatore, the academy gained national recognition for its medal-winning sojourns in the district, state, national and



Commonwealth Games.

"Our students have been topping TN tournaments for the last 4 years; they have traveled all over the world - to places like Malaysia, Singapore, South Africa, Greece and Philippines, to participate in internationally reputed events. Our prodigy Srikanth set a Guinness World Record by performing a 'kata' marathon (imaginary fight) for 24 hours straight. We hope to give world-class training here, and also establish a well

Terrific trio of Nivetha, Prithviraj and Vigneshravi have brought us unprecedented laurels

equipped facility for those passionate about the sport," says Dharshan, one of the coaches at the academy.

The centre is affiliated to

prestigious organisations like the World and Asian Karate Federations, as well as the International World Games Association. It has been ably supported by Rajini Krishnamoorthy, correspondent of Vidya Niketan School, who is responsible for the upliftment of the sport in the city.

Karthikeyan, the founder and master, remarks, "Our terrific trio of Nivetha, Prithviraj and Vigneshravi of Vidya Niketan has brought us unprecedented laurels for 6 years running — despite their tender age. We advise our students to practice regularly, follow a proper diet with discipline and use the experiences gained from different competitions to raise their standards. It's hard work, but we have the perseverance to succeed."

With eight students from Zen Academy recently bagging a mind-boggling 21 medals at the CWG Games, Coimbatore could well taste victory at an Olympian level someday soon.

Appendix 1
Questionnaire

ASSESSING EFFECTIVENESS OF PROMOTIONAL ACTIVITY
Zen Martial Arts Academy

Hello sir, we Zen martial arts academy conducting a research to assess the effectiveness of our promotional activity. We request you to provide information under following questions and help us to undergo the research successfully.

Name:

Age (years):

- 5-10 10-15 15-18 18-29 29+

Gender: Male Female

Occupation:

- School student College student Private employee
 Government employee Business person

Purpose to learn Karate:

- Mental fitness
 Physical fitness
 Self defense
 Sports/Achievements

Please tell us, through which of the following channels you came to know about us:

- Flyers
 Banners
 Articles in newspaper
 Posters in shops

How many times have you seen an advertisement of our academy?

- 1 2 3 4 4+

How would you rate this advertisement compared with others you've seen for similar academy?

- Much better than the others
- A little better than the others
- About the same
- A little worse than the others
- Much worse than the others

Please rate the advertisement under following aspects

	(Tick 1-Poor	2-Fair	3- Good	4-Very Good	5- Excellent)
1. Informative	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
2. Creative	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
3. Attractive	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
4. Unique	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
5. Pleasant	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
6. Clarity	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
7. Genuine	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
8. Memorable	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
9. Emotional	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
10. simplicity	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
11. Motivating	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
12. Related	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5
13. Overall quality	<input type="checkbox"/> 1		<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5

14. Boring 1 2 3 4 5
15. Irritating 1 2 3 4 5
16. Immature 1 2 3 4 5

Please rate the advertisement under following questions.

(Tick 5–Very likely 4–Likely 3–Same as others 2–Unlikely 1–Very unlikely)

Was the ad appealing to your eye?

- 1 2 3 4 5

Was the ad fun to watch?

- 1 2 3 4 5

Would you talk to someone else about this ad?

- 1 2 3 4 5

Did you have a positive reaction to the ad?

- 1 2 3 4 5

Would you like to see similar ads like this in the future?

- 1 2 3 4 5

Are more likely now to purchase the service offered?

- 1 2 3 4 5

Thank you for your valuable information.