

# CUSTOMERS' PERCEPTION TOWARDS ADVERTISEMENT IN VILLUPURAM DISTRICT

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## Abstract

Advertising is the effective source to influence the mind of viewers and to give their exposure towards a particular product or service. It plays a vital role in the business tied to attract customers in their purchase decisions. Also, it is one of the promotional mixes to create awareness among target population. The objectives of the present study are to assess the customers' perception regarding advertisements in Villupuram District. For the purpose of the study Primary data have been used.. The Primary data were collected by using the interview schedule prepared on need-based. The target population for data collection is consumers in Villupuram District. In order to collect primary data for the purpose of the study, the sample of 180 consumers are selected through simple randomly sampling technique. The collected primary data are subjected to descriptive statistics like simple percentage were used. It is found that the majority of the respondents (60.00 per cent) are more willing to see advertisements in the television, followed by 15.00 per cent of the respondents who like the print media advertisements, 55.56 per cent of the respondents refer to the advertisements always and 35.00 per cent of the respondents refer to the advertisements sometimes before purchasing the products. Most of the respondents view advertisements as informative and entertaining, 55.56 per cent of the respondents like moving advertisements, followed by 18.33 per cent of the respondents like printed advertisements, The celebrity and sound effect features in the advertisement are highly attracted the respondents, The respondents are highly willing in the informative and creative types of advertisements.

## INTRODUCTION

Advertising is the effective source to influence the mind of viewers and to give their exposure towards a particular product or service. It plays a vital role in the business tied to attract customers in their purchase decisions. Also, it is one of the promotional mixes to create awareness among target population. In the present day competitive business environment, it has become one of the crucial commercial activities in competitive business environment. Advertising is a major tool in creating product awareness in the minds of potential consumers to take final purchase decisions. Its primary mission is to reach the potential customers and influence their awareness, attitudes and buying behaviour. Its major aim is to impact purchase behaviour on

the brand in order to strengthen people's memories. It has to stimulate market demand. Sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product. Advertising could be efficiently used with sales method. Such as personal selling, point-of-purchase display, to directly move to customers, etc.

## STATEMENT OF THE PROBLEM

The objective of advertising has to be modified, changed, adjusted and re-defined based on the business environments, cultural, social, economic and political situation of the country. These changes would bring about an important change in the customers attitude towards advertising. The advertiser, the agency, the media and the consumers' views are considered in advertising according to their desires, expectations and opportunities. Hence, advertising is no longer viewed as a secondary business but as a supportive service and a contributory input for diversifying growth. It is used as a tool for economic development and business gains. Advertising is used not only for economic and business gains but also for political, social, cultural, religious and governmental motives and objectives. In the present day, the parameters for judging advertising have witnessed a sharp change in the quality and performance of advertising. The advertising agencies have improved their advertising quality in our country. The development of technology, media, economics of the advertiser and agency have significantly influenced the quality of advertisement. The perception about impact of advertisements and promotional activities on purchase behaviour place crucial role in regulating the advertisement by the marketers. The present study deals with how the marketers have to understand in a better way that how the advertisements would change the customer perceptions in their purchasing attitudes.

## Review of Literature

**Rai (2013)**, **Arshad et al. (2014)** and **Tehria (2017)** in her study focuses on identifying the influence of advertisements on the consumer behavior and the study reveals that the positive impact of all these factors, on the buying behavior of the consumer, **Ali Hassan (2015)** in his study aims to answer the question that whether the residential background of consumers i.e. rural and urban has a varying effect on the buying decision due to the television advertisements, **Hee and Yen(2018)** aims to analyze the relationship between print service advertising, broadcast advertising, social media advertising and consumer purchasing behavior.

## OBJECTIVES OF THE STUDY

The objectives of the present study are to assess the customers' perception regarding advertisements in Villupuram District.

## RESEARCH METHODOLOGY

For the purpose of the study Primary data have been used. The Primary data were collected by using the interview schedule prepared on need-based. The target population for data collection is consumers in

Villupuram District. In order to collect primary data for the purpose of the study, the sample of 180 consumers are selected through simple randomly sampling technique. The collected primary data are subjected to descriptive statistics like simple percentage were used.

### ANALYSIS AND INTERPRETATION

The present study are to assess the customers' perception regarding advertisements in Villupuram District based on the sample of 180 respondents. The study deals customer opinion on advertisement has been analysed. From the inferences of the results of the empirical analysis of respondents' attitude are followings.

**Table 1**  
**Demographic profile of the Respondents**

S. No.	Demographic profile	No. of Respondents	Percentage
<b>Gender</b>			
1	Male	75	41.67
2	Female	105	58.33
	Total	180	100.00
<b>Age</b>			
1	Up to 20 years	25	13.89
2	21 - 30 years	53	29.44
3	31 - 40 Years	52	28.89
4	41 - 50 Years	31	17.22
5	Above 50 Years	19	10.56
	Total	180	100.00
<b>Educational Qualification</b>			
1	Uneducated	12	6.67
2	School level educated	75	41.67
3	Graduate	44	24.44
4	Post graduate	33	18.33
5	Diploma and others	16	8.89
	Total	180	100.00
<b>Occupation</b>			
1	Employee	66	36.67
2	Businessman	28	15.56
3	Professional	47	26.11
4	House wife	10	5.56
5	Student and others	29	16.11
	Total	180	100.00
<b>Marital status</b>			
1	Married	125	69.44
2	Unmarried	55	30.56
	Total	180	100.00
<b>Family Size</b>			
1	below 3 members	46	25.56
2	4 to 5 members	97	53.89

3	Above 5 members	37	20.55
	Total	180	100.00
<b>Monthly Income</b>			
1	Up to Rs.20,000	31	17.22
2	Rs.20,001– Rs.30,000	60	33.33
3	Rs.30,001 – Rs.40,000	46	25.56
4	Above Rs.40,000	43	23.89
	Total	180	100.00

**Source:** Primary Data

Table 1 shows that the gender wise classification among the sample respondents, 41.67 per cent of the respondents are male and 58.33 per cent of the respondents are female, In the age group reveals that the majority of age group among the respondents belongs to the age category of 21 years to 40 years, the majority of the respondents have school level as their educational qualification. Occupation of the respondents are the 36.67 per cent of the respondents are in the category of employed, 26.11 per cent of the respondents are in the category of professional, 15.56 per cent of the respondents are in the category of businessman, the percentage analysis shows that 69.44 per cent per cent of the respondents are married and the rest 30.56 per cent are unmarried, in total 53.89 per cent of the respondents have a family size of 4 to members,. The major monthly income of the family among the respondents is above Rs. 40,000 which constitutes 23.89 per cent and Rs.20,001 to Rs. 30,000 constitute 33.33 per cent.

**Table 2**  
**Highly Liked Media of Advertisements**

S. No.	Media	No. of Respondents	Percentage
1	TV	108	60.00
2	Radio	21	11.67
3	Internet	24	13.33
4	Print	27	15.00
	Total	180	100.00

**Source:** Primary Data

Table 2 reveals that the majority of the respondents (60.00 per cent) are more willing to see advertisements in the television, followed by 15.00 per cent of the respondents who like the print media advertisements, 13.33 per cent of the respondents who like the internet advertisements and 11.67 per cent of the respondents who like to hear the radio advertisements. It inferred from the above table advertisements in television is highly liked by the respondents.

**Table 3**  
**Respondents' Belief in the Advertisements**

S. No.	Believes	No. of Respondents	Percentage
1	Yes	117	65.00
2	No	63	35.00
	<b>Total</b>	180	100.00

**Source:** Primary Data

It is noted from the Table 3 that majority of the respondents believe the advertisement constituting 65.00 per cent and 35.00 per cent of the respondents do not believe the advertisement. It is concluded that most of the respondents believe in the advertisements.

**Table 4**

**Reliability of advertisement media by the Respondents**

S. No.	Reliability Media	No. of Respondents	Percentage
1	TV	99	55.00
2	Radio	38	21.11
3	Internet	35	19.44
4	Print	8	4.45
	<b>Total</b>	180	100.0

**Source:** Primary Data

Table 4 reveals that the television advertisements have highest level of reliability among the respondents (55.00 per cent of the total). The respondents' reliability in the radio advertisements constitutes 21.11 per cent and 4.45 per cent of the respondents are rely on the print media advertisements. The respondents' reliability on the internet advertisements constitutes 19.44 per cent towards advertisements effect on customers' purchasing attitude. It is concluded that the advertisements in the television have highest level of reliability and other category of advertisements have lowest level of reliability among the respondents.

**Table 5**

**Respondents' Level of Attention on Advertisements**

S. No.	Level of Attention	No. of Respondents	Percentage
1	Very high	43	23.89
2	High	36	20.00
3	Moderate	88	48.89
4	Low	10	5.55
5	Very low	3	1.67
	<b>Total</b>	180	100.00

**Source:** Primary Data

It is seen from the table 5 shows that 48.89 per cent of the respondents view has moderate level of attention and 23.89 per cent of the respondents are viewed as very high level attention about the advertisements. The respondents' views on high level attention and low level attention about the advertisements constitute 20.00 per cent and 5.55per cent respectively. The respondents' view on very low level constitutes only 1.67 per cent towards the respondents in the advertisement effects on customers' purchasing attitude. It is concluded that most of the respondents are giving moderate level of attention to the advertisements.

**Table 6**  
**Respondents reference to advertisement before purchasing the products**

S. No.	Frequency of Reference	No. of Respondents	Percentage
1	Always	100	55.56
2	Sometimes	63	35.00
3	Never	17	9.44
	Total	180	100.00

**Source:** Primary Data

Table 6 shows the respondents' references towards the advertisements before purchasing the products. It shows that 55.56 per cent of the respondents refer to the advertisements always and 35.00 per cent of the respondents refer to the advertisements sometimes. However, 9.44 per cent of the respondents never refer to the advertisements before purchasing the products. It is concluded that the respondents always refer the advertisements before purchasing the products.

**Table 7**  
**Respondents' opinion regarding the Advertisements**

S. No.	Opinion on Advertisement	No. of Respondents	Percentage
1	Informative	95	52.78
2	Entertainment	77	42.78
3	Irritating	8	4.44
4	<b>Total</b>	180	100.00

**Source:** Primary Data

It is clear from the table 7 that most of the respondents view advertisements as informative and entertaining constituting 52.78 per cent and 42.78 per cent respectively. However, 4.44 per cent of the respondents are view advertisements as irritating towards the advertisement effects on customers purchasing behaviour. It is concluded that the respondents feelings about advertisements are highly in the informative and entertainment.

**Table 8**  
**Preference toward method of Advertisement**

S. No.	Method of advertisement	No. of Respondents	Percentage
1	Still advertisements	22	12.22
2	Moving advertisements	100	55.56
3	Printing advertisements	33	18.33
4	Graphic advertisements	25	13.89
	Total	180	100.00

**Source:** Primary Data

Table 8 shows that 55.56 per cent of the respondents like moving advertisements, followed by 18.33 per cent of the respondents like printed advertisements and 13.89 per cent of the respondents like graphic advertisements. The lowest level 12.22 per cent of respondents like still advertisements towards the method of advertisement mostly like by the customers. It is concluded that most of the respondents like the moving method advertisements.

**Table 9**

**Major Attracting Features of Advertisements to the Respondents**

S. No.	Features of advertisement	No. of Respondents	Percentage
1	Background	42	23.33
2	Sound effect	48	26.67
3	Caption	34	18.89
4	Celebrity	56	31.11
	<b>Total</b>	180	100.00

**Source:** Primary Data

It is seen from the Table 9, that all the advertisement features are mostly attracting the customers. It shows that 31.11 per cent of the respondents are attracted by the celebrity features, followed by 26.67 per cent of the respondents are attracted by sound effects features, 23.33 per cent of the respondents are attracted by the background features, 18.89 per cent are attracted by the caption features and only 5 per cent of the respondents are attracted by the other type of features in the advertisements. The celebrity and sound effect features in the advertisement are highly attracted the respondents.

**Table 10**

**Mode of Advertisements Liked by the Respondents**

S. No.	Types	No. of Respondents	Percentage
1	Funny	19	10.56
2	Creative	52	28.89
3	Informative	70	38.89
4	Short and Crisp	21	11.66
5	Emotional	13	7.22
6	Crazy	5	2.78
	<b>Total</b>	180	<b>100.00</b>

**Source:** Primary Data

Table 10 shows that 38.89 per cent of the respondents like informative advertisements and 28.89 per cent of the respondents like creative advertisements. 11.66 per cent, 10.56 per cent, 7.22 and

2.78 per cent of the respondents like short and crisp, funny, emotional and crazy types of advertisements respectively. The respondents are highly willing in the informative and creative types of advertisements.

**Table 11**  
**Influence of advertisements on the Respondents' Purchasing Decision**

S. No.	Responses	No. of Respondents	Percentage
1	Yes, Always	33	18.33
2	Sometimes	103	57.22
3	Rarely	32	17.78
4	Never	12	6.67
	<b>Total</b>	180	100.00

**Source:** Primary Data

Table 11 reveals the respondents' purchasing decision is based on the advertisements. It shows that 57.22 per cent of the respondents' purchasing decision is sometimes based on the advertisements and 18.33 per cent of the respondents' purchasing decision is always based on the advertisements. Rarely and never constitutes 17.78 per cent and 6.67 per cent respectively towards the purchasing decision based on the advertisements.

**Table 12**  
**Role of Advertisements in Product Positioning**

S. No.	Responses	No. of Respondents	Percentage
1	Excellent	36	20.00
2	Very good	61	33.89
3	Good	58	32.22
4	Fair	21	11.67
5	Bad	4	2.22
	<b>Total</b>	180	100.00

**Source:** Primary Data

It is clear from the Table 12 that the advertisement is a powerful tool of product positioning in the market. It shows that most of the respondents expressed their view as good, very good and excellent constituting 32.22 per cent, 33.89 per cent and 20.00 per cent respectively. 11.67 per cent and 2.22 per cent of respondents expressed their view as fair and bad respectively towards the role of advertisements in product positioning. It is concluded that the role of advertising in product positioning is good among the respondents.



## CONCLUSION

The purpose of this study is to understand the customers' attention to advertising and advertising effectively to convince the customers to purchase the products. The results of the study clearly show that the advertising cannot be ignored because of the power in influencing the customers in buying the products. This research provides insight for companies and business to better their marketing through advertisement tools to capture their consumers. With the help of this study Marketing Managers of companies can understand how important a brand image and advertisement is to boost up any business. This is the real picture of the society that brand image and advertisement play a crucial role to change the people's buying behavior. Further, the results of the study also confirm the fact that advertising is effective and that television advertising is an important medium available. It also confirms that promotional tools are just as important as advertising in creating sales. Therefore advertising has and will continue to be part of consumers' purchase decision.

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