

# CONSUMERS' ATTITUDE TOWARD ROLE OF ADVERTISEMENT IN PRODUCT POSITIONING

**Dr. L.PANDIYAN**

Assistant Professor

PG and Research Department of Commerce

Arignar Anna Government Arts College

Villupuram

## Abstract

Advertising is mass communication which informs and influences a large number of people through a medium selected by the sponsor or the beneficiary after due consideration of potential market costs, expected benefits and availability. The advertising is to fill in the gap between the businessman and customer. The objectives of the present study are consumers' attitude towards advertisements in product positioning and enriching brand loyalty. Primary data was used in the present study, the purpose of the study selected 525 respondents from Cuddalore District through multi-stage sampling technique. The study reveals that Advertisements high level functioning towards popular the products, easy marketing of the new products, enter the new market, Influences the mind on brand, differentiates the product, positive promotion of brand and confirms product position are high level with mean more than 4.24. Television are the most useful media for product positioning and brand royalty on the product and services, Still and Movies are the most useful advertisement method for product positioning and brand royalty, Background of advertisement are the most useful for product positioning and brand royalty on the product and services, that Funny and creative advertisement are the most suitable advertisement types for product positioning and brand royalty on the product and services.

Keywords: product positioning, brand, brand royalty

## INTRODUCTION

Information is considered to be the most valuable resource in the present economy and the society. The availability of information is more or less a right of the society, because information stimulates all the economic activities and growth. In the case of marketing also, passing the information is of vital importance. This is because a businessman is separated from customers in different ways such as time, distance, socio-economic factors, information and interests. The advertising is to fill in the gap between the businessman and customer. Advertising has become increasingly important to large and small business enterprises.

“Advertising is the form of visual or oral messages for the purpose of informing and influencing the target group. It is a commercial transaction involving payment to one or more of the media. It is paid communication as the advertising organization pays the fees and charges for the services rendered by various media (Philip Kotler)”. Advertising is mass communication which informs and influences a large number of people through a medium selected by the sponsor or the beneficiary after due consideration of potential market costs, expected benefits and availability (Dunn, S.W. and Barban, A.M)”.

### **Statement of the problem**

Today, advertising companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine, etc. In India, different organizations spend annually a big sum of money for marketing and public relations in direct and indirect form. But unfortunately, consideration to assessment of advertising effectiveness is less and only some organizations and industries evaluate the effectiveness of their advertising. In fact, companies invest millions of rupees in creating advertising messages to position their products above those of their rivals to resonate with consumers and influence their behaviour. Even though the effectiveness of advertising is unquestionably an important factor in its success, it is not accounted for in most empirical and theoretical models assessing advertising effectiveness. The present study deals the role of advertisements in brand positioning and enhancing brand loyalty of the customers in Cuddalore District.

### **Review of literature**

**Khandare and Suryawanshi (2016)** in their report is focusing on quantifying the impact of internet advertising on consumer buying behavior, **Sivanesan (2014)** in his study reveals that brand image and advertisement have strong positive influence and significant relationship with consumer buying behavior, **Narasimhamurthy (2014)** found the advertisements not only influence their product choice, but also influence their lifestyles, involvement in family purchase decisions, interaction with parents, etc., **Rai (2013)** in his study focuses on identifying the influence of advertisements on the consumer behavior, Purchase attitude and behavior is influenced by a variety of advertisements, which cover product evaluation and brand recognition. **Malik et al (2013)** in their study shows that teenagers in Gujranwala are more conscious about their social status so; they prefer branded products and advertisement affects the Consumer Buying Behavior positively.

### **OBJECTIVES OF THE STUDY**

The objectives of the present study are consumers’ attitude towards advertisements in product positioning and enriching brand loyalty.

## RESEARCH METHODOLOGY

Primary data was used in the present study to fulfil the objectives of the study. Primary data were collected personally by the researcher by using the properly designed pre-tested interview schedule. The target population for data collection is consumers in Cuddalore District. In order to collect primary data for the purpose of the study, multi-stage sampling technique is adopted. Cuddalore district constitutes three revenue division, at the first stage all the three revenue divisions are selected. In the second stage are selected one taluk from each revenue division. In the final stage, from each of the selected taluk, modest samples of 175 are selected randomly having the sample size of 525 consumers.

## STATISTICAL TECHNIQUES

The collected primary data are subjected to various statistical techniques from descriptive statistics like simple percentage. Mean and Standard deviation and One Way ANOVA were used.

### Role of Advertisements towards Product Positioning and Brand Royalty

One of the very important functions of advertisement is product positioning and brand royalty among the consumer about products and services. Advertisement informs the consumers about introduced new products, influences the mind towards the brand, enhance the image and brand value, enhance brand loyalty, impression on brand in the mind and enhance brand loyalty of products. Hence, the function of advertisement in product positioning and brand royalty about the products is presented in the table 1.

**Table 1**

**Advertisements Role on Product Positioning and Brand Loyalty**

S.No	Variable	Mean	SD
1	Advertisement introduce the new products and services into the market easily	4.49	.803
2	Advertisement increase seasonal sales to retain the market	3.55	1.000
3	Advertisement helps to enter into the new market	4.43	.843
4	Advertisement differentiates the product from others	4.30	.910
5	Advertisement popularizes the products by highlighting change in market strategy	4.51	.809
6	Advertisement repeatedly runs confirms product position	4.27	.874
7	Advertisement only responsible for increasing positioning of product in the market	3.33	.961
8	Advertisement can differentiate the same kind of products with slight differences in quality	2.52	1.025
9	Advertisement packs so many ingredients that they are unable to attract customers to resonate.	2.90	.969
10	Advertisement plays the key role for brand rejuvenation of the product	3.37	1.088
11	Advertisement is conducive to long-term development of	2.07	.711

	brand.		
12	Product positioning is the premise and basis of successful advertising.	3.17	.810
13	Advertisement creates a lasting effect to enhance the image and brand value	3.13	
14	The positive promotion of brand by advertisement caused the differences through brand recognition	4.29	.917
15	The advertisement tries to introduce Confidence in to the mind of customers.	1.89	.972
16	Advertisement gives delight to use my favourite brand	2.05	.951
17	Advertisement plays an important role for remembering the name	3.43	1.111
18	Advertisement creates lasting impression on brand in the mind	2.17	1.001
19	Effective of advertisements influences the mind towards the brand	4.34	.824
20	Advertisement result in good reputation of product	1.96	.985
21	Advertisement share views of the brand with others	3.32	.985
22	Advertisements help in recalling brands and enhance brand loyalty	3.26	1.047

The level of functioning towards product positioning and brand royalty by Advertisements is measured by 5-point rating scale techniques. It ranged ranging from 1 for 'strongly disagree', 2 for 'disagree', 3 for 'neither agree nor disagree', 4 for 'agree' and 5 for 'strongly agree'. Table 1 presents the mean perception of the entire sample in this regard. Advertisement popularizes the products by highlighting change in market strategy with mean 4.51 and standard deviation 0.809 hold first place, Advertisement introduce the new products and services into the market easily with mean 4.49 and standard deviation 0.803 possess second place, Advertisement helps to enter into the new market with mean 4.43 and standard deviation 0.843 in the third place, Effects of advertisements Influences the mind towards the brand with mean 4.34 and standard deviation 0.824 possess fourth place, But Advertisement creates lasting impression on brand in the mind, Advertisement is conducive to long-term development of brand, Advertisement gives delight to use my favourite brand, Advertisement result in good reputation of product and the advertisement tries to introduce Confidence in to the mind of customers was holding last palaces with mean 2.17, 2.07, 2.05, 1.96 and 1.89 respectively.

### Advertisement's Function on level of Product Positioning and Brand Loyalty

The level of functioning towards product positioning and brand royalty through advertisement is measured in the following manner. The level of categories us high, moderate and low. If the value of awareness is more than mean 4.24 (overall mean + standard deviation = 3.31 + 0.93) is considered as high level awareness. If the values less than mean 2.38 (over all mean – standard deviation = 3.31 -0.93) is considered as low level of awareness. If the value is in between high and low is considered as moderate level. The results are presented in table 2.

Table 2

## Advertisement's Role on level of Product Positioning and Brand Loyalty

S.No		High	Medium	Low
5	Advertisement popularizes the products by highlighting change in market strategy	4.51		
1	Advertisement introduce the new products and services into the market easily	4.49		
3	Advertisement helps to enter into the new market	4.43		
19	Effects of advertisements Influences the mind towards the brand	4.34		
4	Advertisement differentiates the product from others	4.30		
14	The positive promotion of brand by advertisement caused the differences through brand recognition	4.29		
6	Advertisement repeatedly runs confirms product position	4.27		
2	Advertisement increase seasonal sales to retain the market		3.55	
17	Advertisement plays an important role for remembering the name		3.43	
10	Advertisement plays the key role for brand rejuvenation of the product		3.37	
7	Advertisement only responsible for increasing positioning of product in the market		3.33	
21	Advertisement share views of the brand with others		3.32	
22	Advertisements help in recalling brands and enhance brand loyalty		3.26	
12	Product positioning is the premise and basis of successful advertising.		3.17	
13	Advertisement creates a lasting effect to enhance the image and brand value		3.13	
9	Advertisement packs so many ingredients that they are unable to attract customers to resonate.		2.90	
8	Advertisement can differentiate the same kind of products with slight differences in quality		2.52	
18	Advertisement creates lasting impression on brand in the mind			2.17
11	Advertisement is conducive to long-term development of brand.			2.07
16	Advertisement gives delight to use my favourite brand			2.05
20	Advertisement result in good reputation of product			1.96
15	The advertisement tries to introduce Confidence in to the mind of customers.			1.89
Over all Mean score		4.38	3.20	2.03

An observation of the Table 2 shows that Advertisements high level functioning towards popular the products, easy marketing of the new products, enter the new market, Influences the mind on brand, differentiates the product, positive promotion of brand and confirms product position are high level with mean more than 4.24. Regarding 'retain the market, remembering the name, brand rejuvenation of the product, responsible for increasing positioning in the market, share views of the brand with others, enhance brand

loyalty, creates a lasting effect to enhance the image and brand value and differentiate the same kind of products are 'moderate level' mean range between 4.24-2.28., whereas the level of functioning are low on creates lasting impression on brand in the mind, tries to Confidence in to the mind, conducive to long-term development of brand, delight to use my favourite and good reputation of product. Hence, it is concluded that advertisement more functioning towards product positioning and brand royalty in the following aspects shows popularizes the products, introduce the new products, enter the new market, differentiates the product, brand recognition and confirms product position.

### Level of functioning towards brand positioning and brand royalty by Various Media

Different types of media involved product positioning and brand royalty about product and services to customers. The level of functioning towards product positioning and brand royalty may vary according to various media. Hence, the researcher made an attempt to measure the role of different types of media in product poisoning and brand royalty the results are presented in table 3.

**Table 3**  
**Various Media on Product Positioning and Brand Loyalty**

Media		High Level	Moderate Level	Low Level
TV	Mean	4.66	2.84	2.09
	Std. Deviation	0.628	0.881	0.939
Ratio	Mean	3.93	3.16	2.10
	Std. Deviation	1.078	1.018	0.934
Internet	Mean	4.10	3.38	1.91
	Std. Deviation	0.852	0.872	0.923
Print	Mean	3.78	2.81	2.15
	Std. Deviation	0.939	0.984	0.804
Over all	Mean	4.38	3.20	2.03
	Std. Deviation	0.854	0.984	0.924

It is seen from the above Table 3 reveals that the television advertisement are high Level of product poisoning and brand royalty compared with other media of advertisement with mean 4.66 and standard deviation 0.628. followed by internet with mean 3.38 and standard deviation 0.872 and ratio with mean 3.16 and standard deviation 1.018 are making moderate level and Print media mean 2.15 and standard deviation 0.804 are making low level. It is understood that Television are the most useful media for product positioning and brand royalty on the product and services.

### Function of Various advertisements Method is product positioning and brand royalty.

Methods of Advertisement are understood easily to each and every customer about the product and services. There are many advertisement methods such as Graphic Advertisement, Moving Advertisement, Still Advertisement, and Printing Advertisement that appear in the media. Hence, the researcher made an attempt

to measure the role of various methods of advertisement in product positioning and brand royalty. The results are presented in table 4

**Table 4**  
**Various Methods of Advertisement on Product Positioning and Brand Loyalty**

Methods of Advertisement		High Level	Moderate Level	Low Level
Still Advertisement	Mean	4.80	3.35	2.10
	Std. Deviation	0.492	0.922	1.118
Moving Advertisement	Mean	4.43	3.24	1.97
	Std. Deviation	0.698	0.992	0.869
Printing Advertisement	Mean	4.20	3.06	1.97
	Std. Deviation	0.858	0.977	0.761
Graphic Advertisement	Mean	4.21	3.16	2.24
	Std. Deviation	1.160	0.929	1.048
Over All	Mean	4.38	3.20	2.03
	Std. Deviation	0.854	0.984	0.924

It is seen from the above Table 4 reveals that the high Level of functioning towards product positioning and brand royalty by Still advertisement compared with other methods of advertisement with mean 4.80 and standard deviation 0.492, followed by Moving advertisement with mean 3.26 and standard deviation 0.992 are moderate level and graphics advertisement mean 2.24 and standard deviation 1.048 are low level. It is understood that Still and Movies are the most useful advertisement method for product positioning and brand royalty.

#### Level of Awareness are making by features of Advertisement

Different features of advertisement play role in product positioning and brand royalty about product and services to customers. The level of functioning may vary according to features of advertisement. Hence, the features of advertisement are classified into Background, Sound Effect, Caption and Celebrity. The results are presented in table 5.

**Table 5**  
**Various Features of Advertisement on Product Positioning and Brand Loyalty**

Features of Advertisement		High Level	Moderate Level	Low Level
Background	Mean	4.63	3.14	2.02
	Std. Deviation	0.639	0.911	1.088
Sound Effect	Mean	4.40	3.09	2.24
	Std. Deviation	0.730	0.994	0.774
Caption	Mean	4.03	3.18	1.98
	Std. Deviation	1.041	0.963	0.900

Celebrity	Mean	4.43	3.42	1.90
	Std. Deviation	0.860	0.981	0.898
Over All	Mean	4.38	3.20	2.03
	Std. Deviation	0.854	0.984	0.924

It is seen from the above Table 5 reveals that the high Level of product positioning and brand royalty by back ground of advertisement compared with other features of advertisement with mean 4.63 and standard deviation 0.639 followed by Celebrity with mean 3.42 and standard deviation 0.981 are moderate level and sound effects of advertisement with mean 2.24 and standard deviation 0.774 are low level. It is understood that Background of advertisement are the most useful for product positioning and brand royalty on the product and services.

### Product positioning and brand royalty are making by types of Advertisement

There are many types of advertisement by using producers for product positioning and brand royalty among the costumers on the product. Hence, the types of advertisement are classified into Funny, Creative, Informative, Short and Crisp, Emotional and Crazy. The researcher made an attempt to measure the role of different types of advertisement in product positioning and brand royalty. The results are presented in table 6.

**Table 6**

#### Various Types of Advertisements on Product Positioning and Brand Loyalty

Types of Advertisement		High Level	Moderate Level	Low Level
Funny	Mean	4.68	3.17	2.10
	Std. Deviation	0.565	0.852	1.041
Creative	Mean	4.61	3.13	1.99
	Std. Deviation	0.618	0.977	0.897
Informative	Mean	4.32	3.47	2.06
	Std. Deviation	0.865	0.993	0.919
Short And Crisp	Mean	4.15	3.18	2.14
	Std. Deviation	1.008	1.017	0.963
Emotional	Mean	4.34	3.42	2.00
	Std. Deviation	0.776	0.747	0.989
Crazy	Mean	3.82	2.88	2.16
	Std. Deviation	1.137	0.747	0.643
Over All	Mean	4.38	3.20	2.03
	Std. Deviation	0.854	0.984	0.924

It is seen from the Table 6 shows that funny and creative types of advertisement was high Level of product positioning compared with other types of advertisement with mean 4.68, 4.61 and standard deviation 0.565, 0.618 followed by emotional type of advertisement with mean 3.42 and standard deviation 0.747 and informative advertisement with mean 3.47 and standard deviation 0.993 are moderate level and Crazy advertisement with mean 2.16 and standard deviation 0.643, Short and Crisp advertisement with mean 2.14



and standard deviation 0.963 are low level. It is understood that Funny and creative advertisement are the most suitable advertisement types for product positioning and brand royalty on the product and services.

## Conclusion

Advertising is mass communication which informs and influences a large number of people through a medium selected by the sponsor or the beneficiary after due consideration of potential market costs, expected benefits and availability. The advertising is to fill in the gap between the businessman and customer. The present study reveals that Advertisements high level functioning towards popular the products, easy marketing of the new products, enter the new market, Influences the mind on brand, Television are the most useful media for product positioning and brand royalty on the product and services, Still and Movies are the most useful advertisement method for product positioning and brand royalty.

## Reference

1. **Dunn, S.W. and Barban, A.M.**, Services Marketing, Fourth Edition, People Technology Strategy, Published by Pearson Education (Singapore) Private Limited, Indian branch Delhi. pp, 405 -406.
2. **Khandare and Suryawanshi**, Studying the Impact of Internet Advertising On Consumer Buying Behavior, International Journal of Basic and Applied Sciences Vol. 1, Issue 1, March 2016.
3. **Muhammad Ehsan Malik, Muhammad MudasarGhafoor, Hafiz KashifIqbal, Qasim Ali, HiraHunbal, Muhammad Noman and Bilal Ahmad**, World Applied Sciences Journal 23 (1), 2013, pp.117-122.
4. **Narasimhamurthy, N.** Television Advertisement and its Impact on Attitudes, Behaviors of Children- A study, International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 2014, Vol 1, No.10, pp. 14-22.
5. **Naveen Rai**, Impact of advertising on consumer behaviour and attitude with reference to consumer durables, International Journal of Management Research and Business Strategy, Vol. 2, No. 2, April 2013.
6. **Philip Kotler**, Marketing management, Analysis, Planning, Implementation and Control, Prentice-Hall of India private Limited, New Delhi, 1993, pp.599.
7. **Sivanesan**, Impact of brand image and advertisement on consumer buying behavior - comparative study on rural and urban consumers, International Journal of Research in Management and Business Studies, Vol. 1 Issue 2 April - June 2014.