

A STUDY ON EFFECTS OF ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOUR WITH REFERENCES TO FMCGs IN THANJAVUR TOWN

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Abstract

In India the marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement. The objective of advertisement is to study the Impact of advertisement on buying behavior. It is found that there is a relationship between age of the respondents and level of impact of advertisement and there is a relationship between income and satisfaction with advertised product at the time of using.

Keywords:

Advertising Industry, Consumers, Brand Loyalty, Buying behavior.

I. INTRODUCTION

Now-a-days advertisement plays a vital role in persuading customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products.

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted advertising, by making use of science,

expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which price making forces operated in which exchanges of titles tend to be accomplished by the actual movement of goods affected.

II. OBJECTIVES OF THE STUDY

The present study has framed the following objectives. They are

1. To study the demographic profile of consumers.
2. To study the impact of advertisement on buying behavior.
3. To offer suggestions based on the study.

III. HYPOTHESES OF THE STUDY

The researcher has framed the following null hypothesis. They are

1. There is no significant relationship between age of the respondents and level of impact of advertisement.
2. There is no significant relationship between age and satisfaction with advertised product at the time of using.
3. There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.
4. There is no significant relationship between education level of the respondents and opinion about advertisement.
5. There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.
6. There is no significant relationship between gender of the respondent and influencing factors attracting factors in advertisement.

IV. PERIOD OF THE STUDY

The period of study consists of four months from February 2013 to April 2013.

V. AREA OF THE STUDY

A study of this nature required the selection of a suitable place. Therefore, Thanjavur town was selected for the study, since the researcher belongs to this area. Besides, the advertisement has an impact among the people in Thanjavur town.

VI. REVIEW OF LITERATURE

Mohammad Ali Daud (2012)¹ explore in his study even if rural consumers do have the aggregate monthly income to purchase branded products, they tend not to have enough money at one point of time to actually make the purchase of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into the purchasable range.

Anupam Jain and Meenakshi Sharma (2012)² exposed that brand awareness in rural areas particularly in respect of beauty care possible due to continuous and steady improvement in consumer and health care products is showing an increasing tendency. People are not worried about the price of the product. They are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded products of reputed companies will elevate their status as well as stature in that village. Brand quality, Price, Easy availability, Family liking, advertisement, variety and credit attributes have been taken as variables for the measurement of Brand perception in the study.

Kavitha. (2012)³ revealed in her study, the new phase of rural consumption appears to provide a great opportunity for the FMCG sectors. Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found.

Mohammad Naquibur Rahman (2012)⁴ found that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior.

VII. METHODOLOGY

In the present study, primary data was collected through questionnaire from 120 college students in Kunthavai Nachiyar Government Arts College for Women, Thanjavur, the data was collected and analyzed through statistical tools for fulfillment of the objective of the study.

7.1. Sources of Data

- Primary data
- Secondary data

7.1.1. Primary Data

The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

7.1.2. Secondary Data

The secondary data were collected from published sources such as standard text books, magazines and internets.

VIII. SAMPLE DESIGN

In the present study a convenient sampling was adopted to identify the sample respondents from a total population. The sample size is 120 respondents were selected from various department students. To collect accurate and true information, the researcher meets college students and explained the research problem and got their consent for responding to the questionnaire.

IX. TOOLS AND TECHNIQUES

The following tools and techniques have been applied by the researcher to analysis the primary data

- Simple percentage analysis
- Chi-Square test
- Weighted Arithmetic Mean

X. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The Table.1 shows the socio-economic profile of the respondents.

Table.1. Socio Economic Profile of the Respondents

Profile	Variables	No. of Respondents	Percentage
Gender	Male	55	57.89
	Female	40	42.11
Total		95	100
Age	18 - 21 years	48	50.53
	22 - 25 years	37	38.95
	Above 25 years	10	10.52
Total		95	100
Marital Status	Married	5	5.26
	Unmarried	90	94.74
Total		95	100
Nature of Residing Area	Rural	51	53.68
	Urban	44	46.32
Total		95	100
Educational Qualification	U.G	62	65.26
	P.G	24	25.26
	M.Phil	3	3.16
	Ph.D	4	4.21
	Others	2	2.11
Total		95	100
Monthly Family Income	Below Rs. 10,000	15	15.79
	Rs. 10001 - 15000	22	23.16
	Rs. 15001 - 20000	24	25.26
	Rs. 20001 - 25000	14	14.74
	Above Rs. 25000	20	21.05
Total		95	100

Source: Primary data

Table 1 depicts that out of 95 respondents 57.89 per cent (55) of the respondents are male, 50.53 per cent (48) of the respondents are having in the age group of 18-21 years, 94.74 per cent (90) of the respondents are unmarried, 53.68 per cent (51) of the respondents were lived in rural area, 65.26 per cent (62) of the respondents are in their educational qualification is under graduate students, 25.26 per cent (24) of the respondents monthly family income between Rs.15,001 to Rs.20,000.

LEVEL OF IMPACT OF ADVERTISEMENT

The impact of advertisement is an important one in buying behaviour here the table defines the level of impact of advertisement.

Table 2 Level of Impact of Advertisement

Level of Impact of Advertisement	No. of Respondents	Percentage
Highly influencing	50	52.63
Moderate influencing	36	37.89
Not influencing	9	9.48
Total	95	100

Source: Primary data

Table 2 ventilates that 52.63 per cent of the respondents are highly influenced by impact of advertisement, 37.89 per cent of the respondents are having moderate influenced and 9.48 per cent of the respondents are not influenced.

It conveys that 52.63 per cent of the respondents are having highly influenced by impact of advertisement.

INFLUENCING REASON

Some advertisement factors are influencing the purchase decision. So, the researcher has collected the data about the Influencing reason.

Table.3. Influencing Reason

Influencing Reason	No. of Respondents	Percentage
Multimedia Presentation	25	26.32
Attractiveness	23	24.21
In formativeness	18	18.95
Brand Ambassadors	17	17.89
Others	12	12.63
Total	95	100

Source: Primary data

The above Table 3 shows that out of 95 respondents 26.32 per cent of the respondents are influenced by multimedia presentation, 24.21 per cent of the respondents are influenced by attractiveness, 18.95 per cent of the respondents are influenced by In formativeness, 17.89 per cent of the respondents are influenced by brand ambassadors and the remaining 12.63 per cent of the respondents were influenced by other reasons.

It is inferred that 26.32 per cent of the respondents are influenced by multimedia presentation.

SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE

Satisfaction is most important in every aspect. So, the researcher has collected the data about the satisfaction. Here the Table.4 defines that the satisfaction of users.

Table.4. Satisfied with advertised product at time of using

Satisfied with Advertised Product	No. of Respondents	Percentage
Yes	58	61.05
No	37	38.95
Total	95	100

Source: Primary data

Table 4 reveals that 61.05 per cent of the respondents are satisfied with the advertised product at the time of using, 38.95 per cent respondents are not satisfied with advertised product at the time of using.

It expounds that 61.05 per cent of the respondents are satisfied with the advertised product at the time of using.

INFLUENCE OF ADVERTISEMENTS OVER BUYING BEHAVIOUR

Advertisement has the power to influence the consumer buying behaviour. So, the researcher has collected the data about the advertisement influencing level.

Table.5. Influence of Advertisements over Buying Behavior

Influence of Advertisements over buying behavior	No. of Respondents	Percentage
High	27	28.42
Medium	55	57.90
Low	13	13.68
Total	95	100

Source: Primary data

Table 5 highlights that 28.42 per cent of the respondents are told that advertisement has highly influenced on buying behaviour, 57.90 per cent of the respondents are told that advertisement has medium influenced on buying behaviour and the remaining 13.68 per cent of the respondents are told that advertisement has low influenced on buying behavior.

It is expressed that 57.90 per cent of the respondents are having medium buying behavior.

LEVEL OF SATISFACTION

Level of satisfaction will differ from person to person. The Table 6 elucidates that the ranking towards level of satisfaction of respondents by using weighted average method. The researcher has assigned the following ranking proposal.

- Agree (A) - 5 Marks
- Strongly Agree (SA) - 4 Marks
- No Opinion (NO) - 3 Marks
- Disagree (DA) - 2 Marks
- Strongly Disagree (SDA) - 1 Mark

Table 6 Factors Influencing the Level of Satisfaction

Details	A	SA	NO	DA	SDA	Total	Mean Scores	Rank
Aware about product availability	61	14	10	8	2	409	4.31	I
Knowledge about brand loyalty	38	26	24	4	3	377	3.97	IV
Aware about quality products	41	26	19	5	4	380	4.00	III
Easy to understand the product feature	49	21	12	11	2	389	4.09	II
Knowledge about price discrimination	36	32	17	5	5	374	3.94	V
Knowledge about product offers or gifts	38	25	20	7	5	369	3.88	VII
Easy to compare with competitive product	38	24	23	7	3	372	3.92	VI
Aware about sales network	30	21	32	8	4	350	3.68	IX
Gaining more knowledge about the product	41	19	20	8	7	364	3.83	VIII

Source: Primary data

Table 6 shows that the factors influencing the level of satisfaction of aware about product availability got first rank, easy to understand the product feature got second rank, aware about quality products got third rank, knowledge about brand loyalty got fourth rank, knowledge about price discrimination got fifth rank, easy to compare with competitive product got sixth rank, knowledge about product offers or gifts got seventh rank, gaining more knowledge about the product got eighth rank and aware about sales network got ninth rank.

CHI-SQUARE TEST

Chi square test is applied in Statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is measure to study the deviation of actual and expected frequencies.

Hypothesis I: There is no significant relationship between age of the respondents and the level of impact of advertisement.

Table 7 Level of Impact of Advertisement

Age (In years)	Level of Impact of Advertisement			Total
	Highly Influencing	Moderate Influencing	Not Influencing	
18 – 21	21	21	5	47
	22.11%	22.11%	5.26%	49.47 %
22 – 25	19	13	5	37
	20%	13.68%	5.26%	38.95%
Above 25	7	2	2	11
	7.37%	2.11%	2.11	11.58%
Total	47	36	12	95
	49.47%	37.89%	12.63%	100%

Source: Computed Primary data

Table 8 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square test	2.90	4	9.49

Table 8 illustrates that the calculated value is (2.90) less than the table value (9.49). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between age of the respondents and level of impact of advertisement.

Hypothesis II: There is no significant relationship between age and satisfaction with advertised product at the time of using.

Table 9 Satisfaction with Advertised Product at the Time of Usage

Age	Satisfied with Advertised Product at the Time of Using		Total
18-21 Years	29	19	48
	30.53%	20%	50.53%
22-25 Years	22	15	37
	23.16%	15.79%	38.95%
Above 25 Years	7	3	10
	7.37%	3.16%	10.53%
Total	58	37	95
	61.05%	38.95%	100%

Source: Computed Primary data

Table 10 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	0.38	2	5.99

Table 10 elucidates that the calculated value is (0.38) less than the table value (5.99). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between age and satisfaction with advertised product at the time of using.

Hypothesis III: There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.

Table.11. Monthly Income and Satisfaction with Advertised Product

Monthly Income of a Family	Satisfied with Advertised Product		Total
	Yes	No	
Below 10000	12	3	15
	12.63%	3.16%	15.79%
10001 - 15000	12	10	22
	12.63%	10.53%	23.16%
15001 - 20000	15	9	24
	15.79%	9.47%	25.26%
20001 - 25000	6	8	14
	6.32%	8.42%	14.74%
Above 25000	14	6	20
	14.74%	6.32%	21.05%

Total	59	36	95
	62.11%	37.89%	100%

Source: Computed Primary data

Table 12 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	5.31	4	9.49

Table 12 expounds that the calculated value is (5.31) less than the table value (9.49). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between income and satisfaction with advertised product at the time of using.

Hypothesis IV: “There is no significant relationship between education level of the respondents and opinion about advertisement”.

Table.13. Educational Level and Opinion about Advertisement

Educational Status	Level of Satisfaction			Total
	Disagree	No Opinion	Agree	
UG	13	39	8	60
	13.68%	41.05%	8.42%	63.16%
PG	2	16	6	24
	2.11%	16.84%	6.32%	25.26%
M.Phil	1	2	1	4
	1.05%	2.11%	1.05%	4.21%
Ph.D	2	1	2	5
	2.11%	1.05%	2.11%	5.26%
Others	0	2	0	2
	0%	2.11%	0%	2.11%
Total	18	60	17	95
	18.95%	63.16%	17.89%	100%

Source: Computed Primary data

Table 14 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	8.59	8	15.51

Table 14 depicts that the calculated value is (8.59) less than the table value (15.51). The null hypothesis is accepted. Hence, it is conveyed that there is no significant relationship between education level and opinion about advertisement.

Hypothesis V: “There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement”.

Table.15. Educational Level and Influence of Attracting Factors in Advertisement

Educational Status	Attractiveness			Total
	Disagree	No Opinion	Agree	
UG	15	32	13	60
	15.79%	33.68%	13.68%	63.15%

PG	2	15	5	22
	2.11%	15.79%	5.26%	23.16%
M.Phil	1	2	0	3
	1.05%	2.11%	0%	3.48%
Ph.D	1	2	2	5
	1.05%	2.11%	2.11%	5.26%
Others	1	3	1	5
	1.05%	3.16%	1.05%	5.26%
Total	20	54	21	95
	21.05%	56.84%	22.11%	100%

Source: Computed Primary data

Table 16 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	4.50	8	15.51

Table 16 shows that the calculated value is (4.50) less than the table value (15.51). The null hypothesis is accepted. Hence, it is inferred that there is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.

Hypothesis VI: There is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

Table.17. Gender of the Respondents and Influence of Attracting Factors in Advertisement

Gender	Level of Satisfaction			Total
	Disagree	No Opinion	Agree	
Male	9	32	14	55
	9.47%	33.68%	14.74%	57.89%
Female	10	25	5	40
	10.53%	26.32%	5.26%	42.11%
Total	19	57	19	95
	20%	60%	20%	100%

Source: Computed Primary data

Table 18 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	2.89	2	5.99

Table 18 expounds that the calculated value is (2.89) less than the table value (5.99). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

XI. SUGGESTIONS

Findings displays that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level of the students. Hence, it is suggested that one good advertisement is enough to influence consumers in their age group.

- It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.
- It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.
- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

XII. CONCLUSION

The present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behaviour of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

XIII. REFERENCES

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