



## The Influence of Various Advertisement Media on Buying Decision Among Women (With Special Reference to Coimbatore City)

**D. Ramesh Kumar**

M.com.,M.phil.,PGDCA, (Ph.d) Assistant Professor, Department Of B.com(Ca) Sri Ramakrishna Mission Vidyalaya, Periyanaickenpalayam, Coimbatore Tamilnadu, India

**Dr. S. P. VIJAYAKUMAR**

M.COM.,PGDCA, M.PHIL., Ph.D, Assistant Professor, Department Of Commerce, Government Arts College(Autonomous), Coimbatore Tamilnadu, India

### ABSTRACT

Today's modern era is a world of huge competition it has made advertisement the more important. Without advertisement there are lots of worthy things around our life, become unnoticeable. In my view advertisement has great impact on people behavior. Advertisement creates needs. I get urge to purchase that particular thing. For example, I have mobile it is working properly but after seeing advertisement of another mobile with more feature. I want that mobile, now advertisement are the best way to create needs among consumers on the basis of this concept the research is done to know the influence of advertisement specifically on buying decision among women.

**KEYWORDS : Advertisement, Behavior, Mobile, Consumer, Research, Influence**

### 1. INTRODUCTION

Advertising is one of the key activities and an essential precondition for selling, it is form of communication to publish business offers to the target customer equally important as producing something using raw materials or as capital, manpower, planning, organizing. Advertising encourage or persuade an audience (viewers, readers or listeners; sometimes specific group) to take new action. depend on characteristics and attitude of society the advertisement influence by number of ways such as try to purchase new brand, changing fashion, good image about the product, changing the consumer buying decision in respect of impact of advertisement.

### 2. OBJECTIVE OF THE STUDY

- To know the affect of the advertisement.
- To analyze what type of advertisement affect the women's.
- Which type of advertisement greater impact
- To give suggestion regarding advertisement.

### 3. METHODOLOGY:

The methodology is based on the primary and secondary data. Primary data are collected through structured questionnaire. Totally hundred questionnaire are prepared for collecting data from respondent. Secondary data are collected from reputed journals, books and web-sites.

#### Tools and Techniques:

To analyses the collected data the tools used

1. Simple percentage
2. Chi-square to know relationship between selected variables

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

Where, O=observed frequency  
E=expected frequency

Inferences are made by comparing calculated value and table value of Chi-square at 5% level of significance.

### 4. LIMITATION OF THE STUDY

1. The study is restricted to the Coimbatore city
2. The data are collected through questionnaire so the results are varying according to respondents.
3. The analysis is based on the answer of respondent.

### 5. DATA ANALYSIS AND DISCUSSION

#### SIMPLE PERCENTAGE

**TABLE: 5.1 INCOMES OF THE RESPONDENTS**

INCOME	NO OF RESPONDENT	PERCENTAGE
Up to 50000	32	32
50001-100000	40	40
100001-150000	28	28
TOTAL	100	100

The Table 5.1 shows income wise classification of respondent out of 100 respondents. 32 percent of respondent are in the income group up to 50,000. 40 percent of respondent are in the income group of 50001-100000. 28 percent of respondent are in the income group of 100001-150000.

**TABLE: 5.2 RESPONDENTS URGE TO TRY A NEW BRAND**

TRY A NEW BRAND	NO. OF RESPONDENT	PERCENTAGE
YES	68	68
NO	32	32
TOTAL	100	100

The table 5.2 shows the classification of respondent urge to try a new brand out of 100 respondents. 68 per cent of respondent are says yes and 32 per cent of respondent are says no to urge to try a new brand.

**TABLE: 5.3 AGE OF THE RESPONDENT**

AGE	NO OF RESPONDENT	PERCENTAGE
16-21	40	40
21-26	34	34
26-31	18	18
31-36	08	08
TOTAL	100	100

The Table 5.3 Showsage wise classification of the respondent out of 100 respondent 40 per cent of respondent are in the age group of 16-21, 34 per cent of respondent are in the age group of 21-26, 18 per cent respondent are in the age group of 26-31, 08 per cent of respondent are in the agegroup of 31-36.

**TABLE: 5.4RESPONDENT OF AFFECTNESS OF ADVERDISEMENT**

AFFECTNESS	NO OF RESPONDENT	PERCENTAGE
RECALL	16	16
POSITIVE IMPRESSION	24	24
INTEREST	38	38
DESIRE TO PURCHASE/EXPLORE	22	22
TOTAL	100	100

The Table 5.4 Shows classification of the respondent for affectness of advertisement out of 100 respondent. 16 per centof respondent are in the recall,24 per cent of respondent are in the positive impression.38percent respondent are in the interest, 22 per cent of respondent are in the group of desire to purchase/explore.

**TABLE:5.5MEDIA GETS RESPONDENTSATTENTION**

MEDIA GETS RESPONDENT SATTENTION	NO OF RESPONDENT	PERCENTAGE
Print	28	28
Radio	24	24
Television	36	36
Word of mouth	12	12
total	100	100

The Table5.5 Shows classification of the respondent for media gets your attention out of 100 respondent. 28 per centof respondent are in the print media, 24 per cent of respondent are in the radio media,36 per cent respondent are in the television media , 12 per cent of respondent are in the word of mouth

**CHI-SQUARE**

**Table: 5.6 RELATIONSHIP BETWEEN INCOME ANDURGE YOU TO TRY NEW BRAND**

INCOME	YES	NO	TOTAL
UPTO 50000	18	14	32
50001-100000	32	08	40
100001-150000	18	10	28
TOTAL	68	32	100

**H1: There is relationship between income and urge you to try a new brand**

Degree of freedom: (3-1) (2-1) = 1  
Table value x2: 3.84  
Calculated value x2: 4.852

The calculated value is 4.852 is higher than the table value at 5% significant level so the hypothesis is rejected There is no relationship between income and urge you to try a new brand

**Table: 5.7 RELATIONSHIP BETWEEN AGE AND AFFECTNESS OF ADVERTISEMENT**

AGE	RECALL	POSITIVE IMPRESSION	INTEREST	DESIRE TO PURCHASE	TOTAL
16-21	2	14	18	6	40
21-26	6	4	14	10	34
26-31	4	6	2	6	18
31-36	4	--	4	--	08
TOTAL	16	24	38	22	100

**H1: There is relationship between age and affectness of advertisement**

Degree of freedom: (4-1) (4-1) = 9  
Table value:16.9Calculatedvalue: 24.514

The calculated value is higher than the table value at 5% significant level so the hypothesis is rejected.There is no relationship between age and affectnessof advertisement.

**6. FINDINGS**

1. Majority of the respondent are says yes to urge to try a new brand.(68%)
2. Majorityof the respondent are in the age group of 16-21.(40%)
3. Majority of the respondent are in the group of interest.(38%)
4. Majority of therespondent are in the income group of 50001-100000.(40%)
5. Majority of the respondent are in the television media.(36%)
6. There is no relationship between income and urge you to try a new brand.
7. There is no relationship between age and affectness of advertise-ment.

**7. SUGGESTIONS**

1. To give more attractive means of advertisements.
2. Advertisement should be influence between all age group.
3. Advertisement should be in meaningful
4. The way of advertisement should me understandable.
5. Advertisement should not give false news about the product

**8. CONCLUSION**

In every walk of life we findadvertisementinradio,television,newspaper, mobile even when one reading electronic mail, she can findadvertisements in his mail box.It has tremendous influence on society. Advertisements create needs. It tries to influence human behavior-again it depends on our maturity that what message we should take fromadvertisement.In this I conclude television made a attention on advertisement, they try to urge for new brand, it create a interest among the society.

**REFERENCES**

1.DesiAmbarPrawono, MustikaSufiatiPurwanegara, Mia TantriDiahIndriani" Impact of Customer's Impulsivity and Marketing Cues to Purchase Decision of Beverage Product Category"Journal of Economics and Behavioral Studies,Vol. 5, No. 8, pp. 553-561, Aug 2013 | 2.S.Vijayalakshmi, and V.Mahalakshmi "An impact of consumer buying behavior in decision making process inpurchase of electronic home appliances in Chennai (India): an empirical study" Elixir Marketing Mgmt. 59 (2013) 15267-15273 | 3.NorazahMohd. Suki "Green awareness effects on consumers'Purchasing decision: some insightsFrom Malaysia"vol.9, no. 2 (July 2013) | 4.Naveen Rai "impact of advertising on consumer behaviour and attitude with reference to consumer durables", Vol. 2, No. 2, April 2013, JMRBS. | 5.SwatiBisht "Impact Of Tv Advertisement On Youth Purchase Decision - Literature Review"Volume II, March'13, International Monthly Refereed Journal of Research In Management & Technology | 6.Dr. D.PrasannaKumar&K.VenkateswaraRaju, "The Role of Advertising in Consumer Decision Making"Volume 14, Issue 4 (Nov. - Dec. 2013),IOSR Journal of Business and Management (IOSR-JBM)