



## Accessing the Possibilities of Using Advertising as a Tool for Better Marketing Management

### KEYWORDS

Advertisement, Advertisement effectiveness, Attitude, Fashion Products.

### Priyanka Pegu

Research Scholar, Department of Commerce,  
Assam University, Silchar-788011, Assam

### Dr. Brajesh Kumar

Assistant Professor, Department of Commerce,  
Assam University, Silchar-788011, Assam

**ABSTRACT** *In view of the role of advertisement in today's complex environment the paper is an endeavour to have an access of the possibilities of using advertising as a tool for managing consumer attitude for better marketing management. In order to address the objective of the study a questionnaire was technically designed and administered to a total of 248 respondents among the college going girls in Silchar town. The results from factor analysis specifies effectiveness of adding four latent attributes to an advertising for better marketing management viz., "Exposure of information", "Consumer updates", "Reliability of information" and "Reminder".*

### Introduction

Advertising in all its forms, plays an important role in influencing people's choice of products and services. Earlier the role of advertising was very much an unsophisticated one when its objective was to inform the customers. However, in today's business environment where the challenge of survival is to be addressed every day, the role of advertisement therefore cannot be limited to the mere delivery and communication of messages to its target customers about the products or services rather advertisement is to play an important role both in retaining the existing customers, by triggering the repurchase behavior of the consumers, and in attracting and generating prospective customers for the company by arousing attention towards the advertisement and inducing them to purchase. Therefore, in light of the advertisement's role in today's complex environment, an attempt has been made to access the possibilities of using advertising as a tool for managing consumer attitude (towards fashion products) for better marketing management.

### Research Methodology

#### Population Framework

The population (N) of the present study is comprised of total number of college going girls (in Silchar Town) pursuing Bachelor Degrees under the jurisdiction of Assam University, Silchar. As per the secondary data that has been collected from the Assam University affiliated colleges of Silchar Town, the total number of college going girls in Silchar Town is 3,429.

#### Sampling Framework

a. Size of the sample: The size of the sampling units (n) has been determined with the help of sample size calculator which is available online at <http://www.macorr.com/sample-size-calculator.htm>. At 95% confidence level the sample size that has been obtained is 248.

b. Method of Sampling: The method of sampling that has been taken into consideration is the Stratified random sampling technique. While applying stratified random sampling technique, the procedure that has been followed is delineated as follows:

- I. The population has been sub-divided (or stratified) according to the nature of Bachelor Degrees awarded by Assam University, Silchar viz., Bachelor of Arts (B.A.), Bachelor of Commerce (B.Com.), Bachelor of Science (B.Sc.), Bachelor of Laws (L.L.B), Bachelor of Education (B.Ed) and Bachelor of Medicine, Bachelor of Surgery (M.B.B.S). Of the 3,429 numbers of college going girls pursuing Bachelor Degrees in Silchar Town, 2,038 numbers of girls are pursuing B.A, 572 numbers of girls are pursuing B.Com, 478 numbers of girls are pursuing B.Sc.,

60 numbers of girls are pursuing L.L.B., 93 numbers of girls are pursuing B.Ed and 188 numbers of girls are pursuing M.B.B.S.

- II. The next step that has been carried out is the consideration of the size of the observations from each of the mentioned strata. The consideration has been made in proportion to the relative weight of each of the strata.
- III. Finally systematic sampling method has been followed independently from each stratum by selecting one unit at random and then selecting additional units at evenly spaced intervals (k) until the sample has been formed.

### Research Instrument

In order to achieve the objective of our research a questionnaire was technically designed and administered to a total of 248 respondents.

### Statistical tools and techniques:

The data so collected were captured in SPSS 16 version for analysis and interpretation. Further in order to address the objectives of the study factor analysis technique was considered appropriate.

### Analysis and Interpretations

The questionnaire was administered to 248 respondents among the college going girls in Silchar town affiliated to Assam University. The abstract of the profile of the respondents are given as below:

**Table 1: Profile of the Participants**

College Going Girls pursuing different Bachelor Degrees:	Frequency (248)	Percent
1. Bachelor of Arts	147	59.27%
2. Bachelor of Commerce	41	16.53%
3. Bachelor of Science	35	14.11%
4. Bachelor of Laws	4	1.62%
5. Bachelor of Education	7	2.82%
6. Bachelor of Medicines and Bachelor of Surgeries	14	5.65%

Source: Primary Data

### Results of Factor Analysis

In order to identify the underlying factors in accessing the possibilities of using advertising (on fashion products) as a tool for better marketing management factorial analysis technique using Principle Component Extraction was considered for the study.

Table 2: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	655.330
	Df	55
	Sig.	.000

Source: Primary Data

The table 2, Kaiser-Meyer-Olkin measure of sampling adequacy indicates high value 0.766 (close to 1.0) and therefore factor analysis is appropriate for the present data base. Further the statistical test of Bartlett test of sphericity is significant (where,  $p = .000$ ; d.f. = 55) for all the correlations within a correlation matrix.

The table 3 displays the variance explained by the initial solution, extracted components and rotated components. The first section of the table shows the variance explained by the initial solution. As the components with eigen values

greater than 1 are requested for extracted solution, so the first four components forms the extracted solution. The second section of the table shows the variance explained by the extracted factors before rotation. The cumulative variability explained by these factors in the extracted solution is about 61.125% which is similar to the initial solution and thus no initial solution is lost due to latent factors. The rightmost section of this table shows the variance explained by the extracted factors after rotation. The rotated factor model makes some small adjustments to all the four factors.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.193	29.029	29.029	3.193	29.029	29.029	3.152	28.654	28.654
2	1.323	12.025	41.054	1.323	12.025	41.054	1.266	11.509	40.164
3	1.154	10.488	51.542	1.154	10.488	51.542	1.173	10.661	50.824
4	1.054	9.583	61.125	1.054	9.583	61.125	1.133	10.301	61.125
5	.926	8.421	69.546						
6	.851	7.737	77.283						
7	.838	7.619	84.902						
8	.696	6.324	91.226						
9	.468	4.250	95.476						
10	.283	2.573	98.049						
11	.215	1.951	100.000						
Extraction Method: Principal Component Analysis.									

Source: Primary Data

The results of factor analysis indicate four latent attributes in accessing the possibilities of using advertising as a tool for better marketing management. These four factors are reflected in table 4. The variables under the first attribute reveal the possibilities of using advertisement as a means that helps in enhancing purchasing decision much easier. Studies on advertisement suggest that ads create awareness among

the consumers about products and services for taking a suitable purchase decision (Ayanwale et al., 2005 and Adelaar et al., 2003). The college going girls find advertisements as the convincing source to make a purchase decision in choosing the most suitable product available in the market as they provides a broader knowledge on the product features and have also been considered as the easy means to learn about a product. Therefore the attribute has been named as "Exposure of information."

Table 4: Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
Before purchasing a fashion item I normally go through various ads to choose my suitable product available in the market	.889			
The message in the advertisement gives me broader knowledge about the advertised product	.880			
Advertisement serve as the convincing source of information as compared to other's opinion	.836			
Advertisement is the easy medium to learn about the product features	.603			
Advertisement helps in finding solution to my fashion related problems	.598			
I get fashion updates from ads in fashion magazines		.706		
Advertisement connects me to the global fashion market		.646		
Advertisement provides information about the latest arrival in the fashion product market		.573		
Advertisement provides true information about the product and does not misguide viewers			.748	
I pay lots of attention to ads for fashion products			.581	
Advertisement serve as reminder of the fashion product benefits				.767
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 7 iterations.				

Source: Primary Data

The second attribute has been named as "Consumer updates" since it holds variables such as connecting the audience to the global fashion market, providing information about the latest arrival in the fashion product market and also updating consumers through a specific fashion media viz., fashion magazines.

The third attribute has been named as "Reliability of information" since the variables under this component depicts the fact of reliability of the product features as promoted in an advertisement campaign.

The fourth attribute is named as "Reminder" since the advertisement has also been found as a means of reminding the college going girls about the various benefits and features of the products from time to time.

**Conclusion**

The findings of the study demonstrate that advertisement can make its possible impact on the potential as well as the existing consumers by adding four important features/ attributes to advertisement campaigns for better marketing management. These four attributes of advertising are "Exposure of information", "Consumer updates", "Reliability" and "Reminder". All these attributes possess unique features that can arouse the attention of the college going girls towards fashion products.

**Limitations and Future Research**

The findings of the study are limited to the identification of the latent attributes of advertising effectiveness in relation to fashion products. Use of statistical tool like multiple regressions can further demonstrate the relative importance of these attributes on consumers' attitude.

**REFERENCE**

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