



A Study on Customer Satisfaction Towards Advertisement in Erode City

KEYWORDS

Persuade, Contemporary, Billboards

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ABSTRACT

Advertising is mass production and distribution. Similar products are taken to the market. This involves stiff competition amongst the producers. Advertisement is a form of communication amongst the producers. Advertisement is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. "While now central to the contemporary global economy and global production networks, it is only quite recently that advertising has been more than marginal influence on patterns of sales and production".

Major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, Internet and billboards. Advertisement has the prominent place amongst the techniques of mass education and persuasion on the public.

INTRODUCTION AND DESIGN OF THE STUDY

Advertising is the name given to the process of commercial promotion of goods and services in order to increase its sales. Advertising can be done by means of a number of mediums like television, newspapers, wall paintings, billboards, magazines, Internet, by word-of-mouth and in many other ways. Advertising informs the buyers about the availability of a product or service in the market and encourages them to buy it.

The main objectives of advertising are:

- Increasing the usage of certain product and to acquire more orders.
- Creating new customers and increasing brand recognition.
- To obtain feedback from customers regarding a certain product.
- To introduce new products.

Advertising has a number of uses. Apart from promoting commercial goods, advertising can also be used to educate and motivate the public about non-commercial issues such as deforestation, family planning etc. It is a powerful media which is capable of reaching to the far out masses. Now a day we find many ads on the internet also.

Advertising is one of the largest generators of revenue in the world economy. It is paid by a sponsor who wants to communicate about his product or service to his customers. The advertiser or sponsor wants to persuade and induce the readers, viewers or listener to take some action viz., to buy the advertised product so that advertiser can have profitable sales.

STATEMENT OF THE PROBLEM

Advertising plays a dominant role in marketing products. With the expansion of large scale industries coupled with competition amongst producers to capture the market and invention of substitute for all kinds of products, effective advertising has become more indispensable. Advertising is the only direct method which helps to reach masses. Advertising occupies a prominent position amongst all the promotional techniques. Consumers are highly influenced by advertisements. They should be properly informed and motivated to purchase the product which can be done through advertis-

ing. In the study the researcher has made an attempt to study the influence of advertisement on consumer behavior.

SCOPE OF THE STUDY

To study the aims to find out the level of satisfaction of advertisements on consumers different demographic characteristics. It also analyses the effectiveness of advertising media.

OBJECTIVE OF THE STUDY

The objectives of the study are follows:

- To study the utility of advertisements and highlight criticisms of advertising.
- To understand the socio-economic characteristics of the respondents.
- To examine the factors influencing the level of satisfaction of the respondents.
- To analyze the effectiveness of advertising media.
- To give the summary of findings and offer suggestion for improvement.

REVIEW OF LITERATURE

According to Stern (2004)⁴, advertisements geared towards women emphasize the importance of physical appearance. These advertisements also urge consumers to buy specific products and conduct certain behaviors to look as young and thin as the models represented in the image. For example, if a consumer purchases Calvin Klein jeans, they will be able to portray a sexual, thin image. However, those who purchase these products are most likely going to be let down by the results. They are not going to be as thin or beautiful as the model pictured in the advertisement, causing them to constantly pay attention to negative physical attributes.

According to findings conducted by Muller (1998)⁵, 40% of 6-year-old girls wished that they were thinner. This can be attributed to society's obsession with beauty and to be categorized as beautiful, one must be thin. Muller also found that these negative ideologies were correlated with the act of dieting. The popularity of dieting in our society is intertwined with the distorted body image presented by the media.

RESEARCH METHODOLOGY

Research is an art of scientific investigation. The meaning of research as "A careful investigation or enquiry specially

through search of new facts in any branch of knowledge”.

RESEARCH DESIGN

The research method adopted for this study is combination of exploratory and descriptive research. In exploration research focuses on discovery of new ideas and relationship among variable. It is a preliminary investigation, which does not have a rigid design. Descriptive research includes surveys and fact-finding inquiries of different kinds, the major purpose of descriptive research is the description of the state of affairs, as it exists at present.

DATA COLLECTION

- Primary Data
- Secondary Data

PRIMARY DATA

Primary data is collected from personal interview and questionnaire method.

SECONDARY DATA

The secondary data is collected from company records, websites, books, leading journals, magazines were referred for this purpose.

SAMPLING DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. Sampling design is to clearly define set of objects, technically called the universe to be studied. Convenience sampling method was used to collect the pertinent data from the respondents.

SAMPLE SIZE

100 different respondents taken for this study. All the levels of customers were taken into consideration while collecting the data.

SAMPLING PROCEDURES

Convenience sampling was used to collect the data from the sample respondents.

STATISTICAL TOOLS USED FOR ANALYSIS

The information is collected by using questionnaire method. The purpose of the research is clearly explained to respondents whenever the respondents have a doubt.

The following statistical tools were employed for the purpose of delivering the concentrate result:

Simple Percentage Analysis

Chi-Square Test

LIMITATIONS OF THE STUDY

As the study is based on primary data the accuracy depends on the accuracy of the answers given by the respondents.

The consumers view only is taken into account.

Secondary data is not considered as the study is based on primary data.

DATA ANALYSIS AND INTERPRETATION

Data Analysis of the sample respondents is presented. The sample selected for the study comprises of one hundred respondents. The profile is presented in two parts. The first part deals with the demographic profile and the second part deal with the level of satisfaction of the respondents. Demographic profile shows the distribution of respondents on the basis of their gender, age, education, qualification, occupation, monthly income and family setup.

AGE GROUP OF THE RESPONDENTS

On the basis of age group of the respondents are classified into four groups viz., below 20 years, 20-30 years, 30-40 years, and above 40 years are shown in the following table.

TABLE 1
AGE OF THE RESPONDENTS

S.No	Age	No. of Respondents	Percentage
1.	Below 20 Years	21	21
2.	20-30 Years	65	65
3.	30-40 Years	8	8
4.	Above 40 Years	6	6
	TOTAL	100	100

Source: Primary Data

INFERENCE

The above table shows that out of the total respondents taken for the study 21% of the respondents belonging under the category of below 20 years, 65% of the respondents belonging under 20-30 years, 8% of the respondents belonging under the category of 30-40 years, 6% of the respondents belonging under the category of above 40 years.

Hence, Majority (65%) of the respondents belongs to the age group of 20-30 years.

LEVEL OF SATISFICATION

In this chapter to find the relationship between the dependent and independent variable, the collected data were tabulated sequentially and statistical analysis was done by using in two-way table and chi-square test.

CHI-SQUARE TEST

The chi-square is a measure of actual divergence of the observed and expected frequencies and as such if there is no difference between observed and expected frequencies the value of chi-square is zero. Chi-square test enables the researcher to find divergence between expected and actual frequencies is significance or not. The following formula can be used for calculating chi-square value.

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

Where

O= Observed frequency

E= Expected frequency

DEGREES OF FREEDOM

The term degrees of freedom refer to the number of independent constrains in a set of data. The degrees of freedom are calculated by the formula,

$$\text{Degrees of Freedom } V = (R-1) (C-1)$$

Where

C= Number of columns

R = Number of rows

LEVEL SIGNIFICANCE

The probabilities indicate the extent of reliance that the researcher can place on the conclusion drawn. The same technique is usual in the chi-square test and table value of χ^2 are available at various probabilities level. These levels are called level of significance.

RELATIONSHIP BETWEEN OCCUPATION AND THE LEVEL OF SATISFICATION

In order to test the significant relationship between occupation and the level of satisfaction, the following null hypothesis is framed and tested.

H₀: There is no significant relationship between occupation and the level of satisfaction

TABLE 2
LEVEL OF SATISFACTION BY OCCUPATION

S. No	OCCUPATIONAL STATUS	LEVEL OF SATISFACTION			TOTAL
		HIGHLY SATISFIED	SATISFIED	DISSATISFIED	
1.	Employed	19 (31%)	3 (13%)	5 (33%)	27
2.	Business	19 (31%)	12 (50%)	7 (47%)	38
3.	Agriculture	3 (5%)	1 (4%)	1 (7%)	5
4.	Others	20 (33%)	8 (33%)	2 (13%)	30
	Total	61	24	15	

Source : Primary Data

INFERENCE

It is apparent from the above table that among the employed category, the dissatisfied respondents are the highest by registering 33%, where as among the business category, the satisfied respondents are the highest by registering at 50%, where as among the agriculture category, the dissatisfied respondents are the highest by registering at 7%. In respect of the others category, the highly satisfied & satisfied are the highest by registering at 33%.

OCCUPATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

FACTOR	DEGREES OF FREEDOM	CALCULATED VALUE (x ²)	TABLE VALUE	NULL HYPOTHESIS ACCEPT/REJECT
Occupation	6	6.1929	12.592	Accepted

INFERENCE

Since, the calculated value is less than the table value, the null hypothesis is accepted. Therefore, there is no significant relationship between occupation and the level of satisfaction.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Majority (65%) of the respondents belongs to the age group of 20-30 years.

There is no significant relationship between occupation and the level of satisfaction.

SUGGESTIONS

But for the aforesaid limitations advertising is of greater use to the business world. The following suggestion is put forward to improvement.

More attractive advertisements can be given so that person above the age 20-30 will also get maximum satisfaction.

Majority of the respondents are known the advertisement by out-door advertisement, so the company can use their media as demonstration.

CONCLUSION

Familiarity advertising has become a significant in creating awareness of the product. Advertising is a necessity in the modern business world as it does a number of services to the customers and businessmen. The merits of the advertisement should be borne in mind to achieve fruitful results. If drawbacks mentioned in the study are corrected familiarity advertisement can be taken as one of the best method of advertisement.

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