



# Consumer Awareness and Impact of Advertisement in Purchase of Consumer Goods

## KEYWORDS

Advertisement, Consumer Goods, Retail Store, etc.

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**ABSTRACT** *An advertisement to reach people more effectively to the sellers and their agents, while advertising their products should adopt a discriminatory approach which means providing the message differently for different consumers becomes essential. Different kinds of advertising are used by various organizations to reach different market targets. In an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service. To understand the level of reach of advertisement for different types of consumer goods available in the market and evaluate whether the advertisement have significant effect in creating awareness among consumers in Coimbatore City and what is the level of perception among consumers about the advertisement for various attributes. The objectives are to analyze the level of awareness through advertisement having impact among respondents in purchase of consumer goods and to suggest measures for policy implications. The hypothesis is to find the significant variance between select demographic variables and opinion of the respondents towards level of awareness about the impact of advertisement for consumer goods. It is found that the level of awareness based on demographic variables is found to have significant effect on purchasing decision of consumer goods.*

## 1. INTRODUCTION

In the Indian context, there are differences in the socio-economic status between the rural and urban areas. Hence, for an advertisement to reach people more effectively the sellers and their agents, while advertising their products should adopt a discriminatory approach which means providing the message differently for different consumers become essential. It is inevitable that certain advertising media decline over time (e.g., network television) and others flourish (e.g., data base marketing communication). Such ebb and flow in terms of the media available to advertisers is predictable and healthy, just as the evolution of a species is in the natural world. As more areas get urbanized, the country will see the creation of many new markets and further expansion of the existing ones. Consumers benefit greatly from advertising expenditures.

### 1.1 STATEMENT OF THE PROBLEM

Consumer goods occupy major position invariably from small Kirana Store to the Big Mall in India. However, making the product available in the market is possible only through advertisement. Therefore, effective advertisement creates major impact to make aware of any products and in this article the researcher attempts to analyze the level of reach of advertisement for different types of consumer goods available in the market having impact in the minds of the consumers. Hence, it becomes necessary to understand

Whether the advertisement have significant effect in creating awareness among consumers in Coimbatore City.

What is the level of perception among consumers about the advertisement for various attributes?

### 1.2 OBJECTIVES OF THE STUDY

To measure the level of consumer awareness through advertisement.

To analyze the impact of advertisement on buying decision

of respondents.

To suggest measures for policy implications.

## 2. REVIEW OF LITERATURE

Seggev (1982)<sup>1</sup> introduced a method for testing persuasion by way of strategic positioning. The approach proposed is based on the premise that the purpose of advertising is to reinforce or to change consumers' minds. In other words, the primary role of advertising is to effect positioning. Therefore, he argues, the main concern in testing advertising ought to be the assessment of the degree to which positioning had been accomplished. But with regard to the use of attributes in developing the Perceptual Map, he prefers Repertory Grid Technique, instead of Focus Groups of Depth Interview or Management Brainstorming.

According to Gilligan & Crowther (1983)<sup>2</sup> the essential purpose of communication, that of attempting to influence the attitudes of individuals is achieved by changing the mental state or predispositions of the person at whom the communication is addressed. As such, the communication process involves four elements such as the Source of Message, Message, Communication Channels and the Recipient.

Chamblee and Sandler (1992)<sup>3</sup> studied the impact of four types of advertising Layout Styles on the ability to establish Contact, determine Awareness, Interest and Preference. Five elements of each advertisement were measured. They were illustration, Colour, Balance, Weight and Copy length. The results showed that layout style could positively affect reader response.

Evans (1992)<sup>4</sup> developed a list of effective Advertising Creativity features that include parameters Impact, Relevance, Single-mindedness, Reason, Capability, Appropriateness and Identity. He also advocates Precise and Sincere as effective advertising copy criteria.

In a study by Manrai et al.(1992)<sup>5</sup> the relationship between the elements of advertising Strategy in TV advertising was examined and it was concluded that message content discriminates rational commercials from emotional commercials, and message execution discriminates positive commercials from negative commercials. The findings suggest that emotional commercials have more message-content than rational commercials, and positive commercials have more execution elements than negative commercials.

### 3. METHODOLOGY

This study is based on descriptive research. This study mainly concentrated on Retail Outlets like Shopping Malls, Department Stores, Open Market, etc., these are few purchase points for shopping covered under the geographical belt of Coimbatore city limits were taken for the study. To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. Questionnaire is a main tool for collecting the primary data. Questionnaire designed in a systematic manner covering adequate and relevant question which cover all the aspects of the study. Secondary data was collected from the company records Magazines, Journal and Websites and Other related research work on it. The technique used for the research is Non-Probability sampling because the population is infinite. The sampling technique use for the study is convenience sampling technique. The researcher has interviewed 1200 respondents for data collection. The collected data have been analyzed with the help of tools like Percentage Analysis, Garrett Ranking Method and ANOVA.

### 4. Analysis & Interpretation

The demographic variables are classified as Age, Gender, Type of Family, Size of the Family, Educational Qualification and Occupation of the Respondents are considered for the study are presented in the Table below.

**Table 4.1: Demographics of the Respondents**

Sl. No.	Demographics	Respondents (1200 Nos.)	Percentage (100%)
01.	Age		
	Below 20 years	238	20
	20 to 30 years	327	27
	30 to 40 years	244	20
	40 to 50 years	204	17
	Above 50 years	187	16
02.	Gender		
	Male	652	54
	Female	548	46
03.	Type of Family		
	Nuclear	412	34
	Joint	788	66
04.	Size of the Family		
	Small (3 to 5)	379	32
	Medium (5 to 7)	556	46
	Large (Above 7 members)	265	22
05.	Educational Qualification		
	School Level	222	19
	Graduation	405	34
	Post Graduation	300	25
	Professional Course	273	23
06.	Occupation		

Private Sector	255	21
Government Sector	175	15
Professional Services	191	16
Self-Employed (Business, etc.)	223	19
Others (Job Work,Wage Earners,etc.)	356	30

**Source : Primary Data**

It is clear that 27 percent of the respondents belong to the age between 20 and 30 years, 20 percent each of the respondents belong to the age from 30 to 40 years and below 20 years, 17 percent of the respondents belong to the age between 40 and 50 years and the remaining 16 percent of the respondents belong to the age above 50 years. It is understood that most (54 percent) of the respondents are male and 46 percent of the respondents are female. It is evident that most (66 percent) of the respondents are from joint type of family and 34 percent of the respondents are from nuclear type of family. It is clear that nearly half (46 percent) of the respondents are having 5 to 7 members (medium) in their family, 32 percent of the respondents indicated small family (3 to 5 member) and the remaining 22 percent of the respondents opined large size family (above 7 members).

It is observed that maximum (34 percent) of the respondents are graduates, while 25 percent of the respondents are post graduates, 23 percent of the respondents are professionally qualified and the remaining 19 percent of the respondents are qualified up to school level. Maximum (30 percent) of the respondents are occupied in others category (Job work, wage earners, students,, housewives, etc.), 21 percent of the respondents are working in private sector, 19 percent of the respondents are self employed, 16 percent of the respondents are occupied in professional services and the remaining 15 percent of the respondents are working in government sector.

### PRODUCT AWARENESS CREATED USING ADVERTISEMENT

The descriptive statistics represent the high and low mean of the sub-dimensions viz. Food and Beverages, Fancy Goods, Electronic Gadgets and finally, Personal Care Products that reveal the level of awareness and its impact based on advertisement about the consumer goods analyzed. For testing the reliability of the sub-dimensions, Cronbach's Alpha was tested and the results are presented in the Table 4.4.

**Table 4.2: Awareness about Products based on Advertisement**

	Mean	Std. Deviation	Cronbach's Alpha
Food and Beverages			
Food / Snacks / Biscuits	4.39	.857	0.812
Beverages (Soft Drinks/ Health Drinks/Juice)	4.26	.961	
Ice Creams, Chocolates, Confectioneries, etc.	3.75	1.288	
Diary Products, Milk Beverages	3.95	1.227	
Fruits, Vegetables, etc.	3.85	1.245	
Fancy Goods			
Jewellery	3.98	1.078	0.679
Watches	4.01	1.057	
Foot Wear	4.00	1.002	
Fancy Items (Studs, Bangles, etc.)	3.67	1.148	
Textile / Clothing/ Garments	3.61	1.108	
Electronic Gadgets			

Electronic Gadgets (Laptops, Cameras)	4.20	1.035	0.638
Mobile Handset	3.98	.964	
Audio System (Speakers, Headsets, MP3, etc.)	3.95	1.032	
PC Gaming, Batteries, Chargers, etc.	4.13	.954	
Kitchen Durables (Kitchen wares, Washing machines, A/c, Refrigerators, etc.)	3.37	1.383	
Personal Care			0.729
Hair care (Shampoo, Oil, Hair color)	3.73	1.107	
Oral care (Tooth paste, Tooth brush, Mouth wash)	3.99	.974	
Body care (Soap, Body wash, Face wash, Deo, Spray)	3.65	1.023	
Beauty care (Fairness cream, Make-up products)	4.07	.919	
Baby Care (Moisturizers, Sanitizers, etc.)	3.83	.964	

#### Source : Primary Data

The level of awareness and the impact of advertisement about consumer goods based on food and beverages reveals that the high mean (M=4.39) was achieved towards Foods / Snacks / Biscuits and the least (M=3.75) was achieved towards Ice Creams, Chocolates, Confectionaries, etc. The reliability was tested with Cronbach's Alpha that shows 0.812, which is highly reliable. In the level of awareness and impact of advertisement with regard to Fancy Goods it is found that the high mean (M=4.01) was achieved towards Watches and the least (M=3.61) was achieved towards Textile / Clothing /Garments. The Cronbach's Alpha shows 0.679 that shows moderate reliability of the dimension. The awareness based on impact of advertisement towards Electronic Gadgets shows that the high mean (M=4.20) was achieved towards Laptops, Cameras etc. while, the least mean (M=3.37) was achieved by Kitchen Durables like kitchen wares, washing machines, air condition, refrigerators, etc. The Cronbach's Alpha shows 0.638 which shows moderate reliability of the dimension. The awareness based on impact of advertisement towards Personal Care Products shows that the high mean (M=4.07) was achieved towards Beauty Care Products such as Fairness Cream, Makeup Products, etc., while the least mean (M=3.65) was achieved towards Body Care Products such as Fairness Cream, Make-up Products, etc. The Cronbach's Alpha was 0.729 which shows good reliability of the dimension.

#### Rating about the Features of Advertisement

The rating of the respondents towards the features of advertisement that attracted the most has been classified into five categories namely, Picturization, Innovative Ideas Used, Celebrity Impact, Exhibition of Product Features and Other Factors and the respondents rating based on their perception is observed and presented in the Table 4.68.

**Table 4.3- Rating of Most Attractive Features in Advertisement**

Features of Advertisement	Garrett Score	Garrett Mean	Garrett Rank
Picturization	79500	66.25	1
Innovative Ideas Used	59555	49.63	3
Celebrity Endorsement	60305	50.25	2
Exhibition of Product Features	56310	46.93	4
Others	44330	36.94	5

#### Source : Primary Data

The respondents' rating towards Features of Advertisement that Attracted Most was highly found with respect to Picturisation (M=66.25) followed by Celebrity Impact (M=50.25), third rank was towards Innovative ideas used (M=49.63), fourth position towards Exhibition of product features (M=46.93) and finally, the least opinion (M=36.94) was for other features.

#### 5. FINDINGS AND SUGGESTIONS

27 percent of the respondents belong to the age between 20 and 30 years, while most of the respondents are male, 66 percent of the respondents are from joint type of family; 34% of the respondents are graduates and finally, 30 percent of the respondents are occupied in others category (Job work, wage earners, students, housewives, etc.), It is clear that the level of awareness and the impact of advertisement about consumer goods based on Food and Beverages was high next followed by the fancy goods and the least towards Garments. When considering the Electronic Gadgets the level of impact was high towards Laptops, Cameras etc. Finally, the impact of advertisement was high for Personal care products such as Fairness cream, make-up products, etc., It is clear that respondents' high rating was for features of advertisement that attracted the most was for Picturization and the least opinion was for other features.

Eventhough, the consumers are high aware about the food and beverages and fancy goods the impact based on celebrity, road shows and organized promotional activities by the retail outlets shall help to identify the products without any discomfort for the consumers to purchase the consumer goods. Further, it is also recommended that through innovative ideas and colourful picturization showing the qualities of the consumer goods will definitely have an impact to get registered in the minds of the consumers. Celebrity endorsement shall be used generously in exhibiting the features of the products.

#### 6. CONCLUSION

The study concludes that the level of showcasing the products in retail outlets and level of advertisement displayed by the policy makers are found significant the reach to create the required level of awareness is much more needed to further flourish in the consumer market.

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