



EFFECTS OF MASS MEDIA ADVERTISEMENT ON JEWEL PURCHASE DECISION: SPECIAL REFERENCE TO WOMEN PURCHASE DECISION

Management

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ABSTRACT

The problem of today's business is no longer in the production area but only in the marketing area. Marketing of products involves so many aspects including the selection of media, preferences and awareness for their products in the market. Hence, it is the duty of business concern to study such factors to understand the media preference. Since there are more media to choose from and each medium offers an increasing number of choices, careful attention is to be given to select more appropriate mass media like print media, broadcast media, outdoor media and other media. Identification of the target audience is an essential step in selection of Media. Today's world is subjected to rapid changes in technology; selection of media is also characterized by fact changes.

KEYWORDS

Advertising, Mass media, Jewel, Women, purchase decision

INTRODUCTION

Advertising is a communication intended to persuade a listeners to purchase or take some action upon products, ideas, or services. Advertisers also think that there are positive impacts of advertising on our society and culture (Dr. Sindhya 2013). Jewellery is valued as an essential savings and asset vehicle in India. Jewellery had great importance, because of its traditional and aesthetic value it was not used merely to beautify, but also acted as a store of wealth, marked the rituals of life, signified status, conferred respectability and marked the wearer's identity, social background and every stage in life, from birth to death (T Chitradevi 2016). Most of the studies show that the Internet and social media usage is changing consumer behavioral modern trend also witnessed in developing countries such as India. The term "social media" will be used to refer to online communication channels, while the term "conventional mass media" will refer to predictable communication media like TV, radio, newspapers, etc (Fitore Jashari 2017). The purpose of this research is to investigate the effects of mass media advertisement and how they can influence the consumer's intention to buy and impact on a user's trust in a social commerce environment (M. Nick Hajli 2014)

THEORETICAL BACKGROUND

The Indian advertising industry has evolved from being a small-scaled business to an entirely industry. The advertising industry is expected to be the second fastest growing advertising market in Asia after China. It was estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. The Indian government has given great support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business situation. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fruitful space.

LITERATURE REVIEW

Dr. Aarti deveshwar, Ms. Rajesh kumara(2016) explained that the behavior of the consumer are altering and now they started to give preference to branded jewellery over unbranded jewellery.

N.Bhuvanesh Kumar & M.Kunguma Thiviya (2014), It was found that the information was collected from 96 sample respondents from pollachi taluk. After the analysis personal factors of the respondents are dependent on purchase of jewellery.

T Chitradevi(2017), suggested that today the market is consumer oriented and the weight is given to the consumers. The preference of consumer is constantly shifted according to the needs, desires, choices and fashion etc.

Fitore Jashari & Visar Rrustemi(2107), It was found that the respondents use the Internet and the social media mainly as the search for information more than they use the traditional mass media Hanna Joseph(2016), It was found that there is a strong passion for the yellow metal as ornaments for the women and for investment for the wise and elder men in the traditional families of Kerala.

A.Joseph Xavier and 2G.Kamalam, It was found that Gold has resale value and this creates gold of great profit and of great asset value the buyer. Gold is important on the list of investments and value..

Dr. Jojo K Joseph(2014), It was found that more than half of the respondents [53%] consider gold as a good asset option and have the practice of investing in gold.

Dr. Kavita Saxena(2016) As stated that there was a change in consumer tastes; women were increasingly opting for trendy and lightweight jewellery instead of traditional large piece jewellery.

STATEMENT OF THE PROBLEM

Advertising has been budding great importance as the potent tool on the marketing of goods and services by both the industrial and non industrialized nations. The plenty of demand for gold in the industry leads to a variation in the price level which affects the various sectors of the economy. The decision towards the purchase of jewels, therefore, is an important area of research. An effort was made to know which medium is more popular and favored at the time of purchase of jewel.

OBJECTIVE OF THE STUDY

To analyze the effects of mass media advertisement buying decision of Women consumers related to Jewellery.

RESEARCH METHODOLOGY

The present study is focused on the Working women in south India to know the Effects of mass media advertisement on jewel purchase decision. There are two types of data collection methods for this research: the primary and the secondary ones. Secondary data, presented as a literature review, was reviewed and studied in order to get a better thoughtful on the consumer decision making process, psychographic variables and social media. Still, the paper is mainly based on primary data, collected through a survey questionnaire conducted directly with consumers. For this purpose, a convenient sampling method was adopted. It was decided to engage working women in the survey and was regular viewers of Advertisement and buying behavior. A total of 1000 questionnaires were circulated among the respondents. Out of the collected questionnaires, a total of 500 questionnaires were considered fit for the analysis.

The data obtained from the survey were statistically calculated and presented in numerical figures. Cronbach's Alpha reliability was calculated using PASW 18 software to evaluate the reliability of the questionnaire. Cronbach's Alpha was also calculated after removing each statement from the questionnaire. Factor analysis was used to identify essential factors in the questionnaire. Smart PLS software was used to test the model exposed below. Both the measurement model and the structural models were evaluated all together through Smart PLS. Smart PLs was also used to authenticate the convergent and discriminant validity of the measure. The results are construed and presented by using charts, tables, and descriptions by words, in order to have a clearer presentation

ANALYSIS AND RESULTS

Table 1: Convergent validity and reliability statistics (n=500)

Construct (no.of.items)	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Broad cast media	0.811	0.817	0.864	0.517
Print Media	0.733	0.768	0.826	0.545
other media	0.757	0.785	0.834	0.505
outdoor media	0.792	0.835	0.857	0.550
Items	Factor loadings (PLS)			
Banners				0.726
Bit notices		0.641		
Cable TV	0.658			
Cinema	0.581			
Direct mail			0.568	
Directories		0.801		
Door slips				0.697
Exhibition			0.759	
Fm Radio	0.805			
Gas balloon				0.791
Journals		0.705		
Merchandising			0.665	
Mobile	0.742			
Phamlets		0.794		
Posters				0.890
Radio	0.708			
Sales promotion			0.806	
Sales representative			0.731	
Television	0.795			
Wall painting				0.564

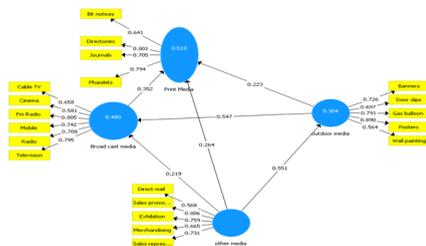


Chart 1
PLS path modeling

PLS modeling was applied to validate the model and test the hypotheses. Given our focus on explaining and attributing variance to the two modes of purchase, PLS was preferred over other methods. Moreover, it has been recommended in situations where the goal is on prediction when prior theory and knowledge are limited. The analysis

Table 2: Showing the path coefficients along with their bootstrap values, 'T' values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Broad cast media -> Print Media	0.352	0.353	0.045	7.746	0.000
other media -> Broad cast media	0.219	0.220	0.030	7.212	0.000
other media -> Print Media	0.264	0.268	0.056	4.700	0.000
other media -> outdoor media	0.551	0.552	0.037	14.737	0.000
outdoor media -> Broad cast media	0.547	0.550	0.038	14.337	0.000
outdoor media -> Print Media	0.223	0.220	0.051	4.399	0.000

Structural Model Analysis

There are two parts in a PLS path model: a measurement model and a structural model. The measurement model is also called the external model and the structural model the internal model (Tenenhaus et al.2005). In Partial Least Squares (PLS) method, structural model and theory were tested by computing path coefficients (β). Because PLS does not need a normally distributed data it is calculated with R-squared calculation for dependent latent variables (Cohen, 1988) and the average Variance take out (Fornell & Larchner, 1981). The first item that PLS presents to decide how well the model fits the hypothesized relationship is the squared multiple correlations (R2) for each dependent create in the model. The R2 measures a construct's percent variation that is giving details by the model (Wixom & Watson, 2001). The quality of the structural model for each endogenous block can be assessed by the Redundancy index (Redundancy is the "capacity of the model to forecast its manifest variables from the indirectly associated latent variables" (Chantelin, Vinzi and Tenenhaus, 2002). Because the objective of PLS is to maximize

was run in two stages: first, to assess the validity and reliability of the measurement model and second to assess the structural model.

Smart PLS (version 2.0.M3) from the University of Hamburg was used in the analysis.

Test of validity and reliability

Factor loadings, Cronbach's alpha, composite reliability and AVE were computed: see Table 1. The results indicated the convergent validity of all measures, all factor loadings (PLS) exceed the 0.70 criterion and the AVE-scores surpassed the recommended level of 0.50. Moreover, the composite reliability scores provided further support for the validity of the scales. Next, we assessed the discriminant validity. We studied the within-construct item loadings and compared these to a cross construct item loadings. Since all within-construct item loadings were high, and substantially lower than their cross-loadings, discriminant validity could be assumed. Finally, we assessed the reliability of the scales. The results strongly confirmed the reliability of the measures. Most Chronbach alpha's and composite reliability scores exceeded the advocated value of 0.80. Moreover, all AVE's surpassed the 0.50 guideline for reliability.

variance explained rather than fit, so prediction-oriented measures such as R2 are used to evaluate PLS models (Chin, 1998). According to Chin's (1998) suggestions, a bootstrapping procedure using 500 sub samples was performed to evaluate the statistical significance of each path coefficient. Table 2 shows hypothesized path coefficients along with their bootstrap values, 'T' values. The relationship between Broad cast media and Print media was insignificant with $\beta=0.352$ and $t=7.746$ (table value is 1.96 at α 0.05) indicating that the Broad cast media has direct positive insignificant influence on the Print media. Broad cast media changes in direct proportion to print media with a coefficient of 0.352. This clearly indicates that a 100 points change in Broad cast media will bring 35.2 points change in the Print media. The relationship between other media and Broad cast media was insignificant with $\beta=0.219$ and $t=7.212$ (table value is 1.96 at α 0.05) indicating that the other media has direct positive insignificant persuade on the Broad cast media. Other media changes in direct proportion to Broad cast media with a coefficient of 0.219. This clearly indicates that a 100 points change in other media will bring 21.9 points

change in the Broad cast media. The relationship between other media and Print media was insignificant with $\beta=0.264$ and $t=4.700$ (table value is 1.96 at α 0.05) indicating that the other media has direct positive insignificant influence on the Print media. Other media changes in direct proportion to Print cast media with a coefficient of 0.264. This clearly indicates that a 100 points change in other media will bring 26.4 points change in the Print media.

The relationship between other media and outdoor media was insignificant with $\beta=0.551$ and $t=14.737$ (table value is 1.96 at α 0.05) indicating that the other media has direct positive insignificant influence on the outdoor media. Other media changes in direct proportion to outdoor media with a coefficient of 0.551. This clearly indicates that a 100 points change in other media will bring 55.1 points change in the outdoor media. The relationship between outdoor media and Broad cast media was insignificant with $\beta=0.547$ and $t=14.337$ (table value is 1.96 at α 0.05) indicating that the outdoor media has direct positive insignificant influence on the Broad cast media. Outdoor media changes in direct proportion to broad cast media with a coefficient of 0.547. This clearly indicates that a 100 points change in outdoor media will bring 54.7 points change in the broad cast media. The relationship between outdoor media and print media was insignificant with $\beta=0.223$ and $t=4.399$ (table value is 1.96 at α 0.05) indicating that the outdoor media has direct positive insignificant influence on the print media. Outdoor media changes in direct proportion to print media with a coefficient of 0.223. This clearly indicates that a 100 points change in outdoor media will bring 22.3 points change in the print media.

SUGGESTIONS

Quality is the main factor that the women expect from a jeweler, Lack of quality in the products may guide to reduction in sales; the marketer should focus more on delivering products with quality. Frequent mass media advertising and better quality of products brings more reputation for the manufacturer and enhances goodwill for the concern. The modern advertisement is highly useful and it **saves time, effort and money of the consumers** in obtaining information about the product.

CONCLUSION

Print, broadcast, outdoor media and other media advertisements are to stimulate market demand. While sometimes media advertising alone may succeed in realizing buyer acceptance, Liking, preference, or even demand for the product; it is seldom solely relied upon. Media advertising is proficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action. Non-business enterprises have also recognized the significance of advertising.

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