Research Paper Commerce

A STUDY ON INFLUENCE OF ADVERTISEMENT MEDIA TOWARDS CONSUMER PURCHASE BEHAVIOUR OF JEWELLERY IN COIMBATORE CITY

M.Priyadharshini M.phil Research scholar PSGR Krishnammal College for Women Peelamedu

Mrs. G.Indirani Assistant Professor, Department of B.com (CA) and M.com PSGR Krishnammal College for Women, Peelamedu

ABSTRACT

The jewellery industry occupies an important position in the Indian economy and has strong domestic demand as well as has substantial export market. Gold has traditionally been valued in India as a savings and investment vehicle. Advertising can influence more than just the evaluative dimension of the consumer's attitude. The attitude concept can be categorized into attitude toward the advertisement and attitude toward the brand choice. This article intends to assess the advertisement media towards consumer purchase behaviour of jewellery in Coimbatore city. Using convenient sampling method 200 respondents were selected for the study with a pre structured questionnaire. Percentage analysis, anova and chi-square have been applied to analyse the data.

KEYWORDS consumer behaviour, jewellery, advertisement media.

INTRODUCTION

Advertisements are used to communicate how their products or services may be used to customers. In modern industrial economies, advertising plays a very important role acquainting the public with the nature and quality of products or services available in the market. The jewellery industry is a leading foreign exchange earner, as well as one of the fastest growing industries in the country. The two major segments of the sector in India are gold and diamond. The jewellery market is a significant contributor to the Indian economy, based on the size of the domestic market and through its contribution to the country's exports. India is the largest consumer of gold around 20 percent of global consumption and also the largest diamond processor around 90 percent by pieces and 55 percent by value of the global market.

STATEMENT OF THE PROBLEM

In recent days, manufacturers of jewellery have started promoting their product through several Medias of advertising to establish and expand their market. Advertising is necessary so that consumers know about the introduction of the product, its usefulness, its availability etc. In this context, the researcher felt a need to identify the influence of such advertisements on the buying behaviour of the consumers.

SCOPE OF THE STUDY

This study focuses to identify the consumer purchasing behaviour of jewellery and also to investigate the influence of advertisement medias like television, radio, newspaper and internet, and also identifies the influencing factors like colour, music, picture, theme, slogan, voice, content, and visual appeal etc. which influences the consumer to purchase the jewellery.

OBJECTIVES OF THE STUDY

- To assess the media of advertisement by which the consumer is influenced.
- To know the various factors in advertisement media influencing the consumer
- To study the influence of celebrity advertisement on the buying habit of the customers.

LIMITATIONS OF THE STUDY

- Quality of the information is highly dependent on the knowledge of the respondents.
- The sample size is limited to 200 respondents.
- So the findings cannot be generalized to the population. The study is limited to coimbatore city.

REVIEW OF LITERATURE

Claudia Miclaus (1988) in the study "Effects of TV advertisement of jewellery urged that television advertisements force people to think they are in great need of the product." TV is by far the most widely used medium for commercializing the products. Most advertisements have different and attractive graphics and jingles which symbolizes their brand and people get attracted to them but they should not fall in their traps of buying and everlasting list of items which in actual they do not need. Animated advertisements are very popular under TV advertisements. Creative television advertisements can easily attract people and makes them to buy products. On the other hand these advertisements are short so they do not provide complete information of the product and also at times TV advertisement is messed up i.e. do not show relevant information about a product.

Craciun and Maddey(2004)in thestudy" attitudes toward the advertisement influences branded jewellery attitudes and purchase intentions." researchers found that purchase intention is influenced by the brand specific associations (BSA) component of a brand, but not by general brand impressions (GBI) in this study, Purchase intention and future interests are related, but future interest is more objective and doesn't involve people's consideration of their financial situation and personal interests. Therefore, future interests will be adopted as one of the dependent variables.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

AGE FACTOR	AGE GROUP(YEARS)	NO.OF RESPONDENTS	PERCENT
	18-25	22	11.0
	26-35	54	27.0
	36-45	71	35.5
	ABOVE45	53	26.5
	TOTAL	200	100
EDUCATION	EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENT
	School level	83	41.5
	College level	117	58.5
	TOTAL	200	100
OCCUPATION	OCCUPATION	NO.OF RESPONDENTS	PERCENT

	Homemaker	27	13.5
	Professional	55	27.5
	Self employed	28	14
	Government employee	37	18.5
	Private employee	53	26.5
	TOTAL	200	100
INCOME STATUS	MONTHLY FAMILY INCOME	NO.OF RESPONDENTS	PERCENT
	Below 20000	79	39.5
	200001-30000	52	26.0
	30001-40000	32	16.0
	Above 50000	37	18.5
	TOTAL	200	100

Source: primary data

From the above table it is clear that 35.5 per cent of the respondents are in the age category of 36-45 years, 58.5 per cent of the respondents have completed college level of education, 27.5 per cent of the respondents are professionals, 39.5 per cent of the respondents earn a monthly family income of below 20000.

IMPACT OF ADVERTISEMENT MEDIA

Advertisement media	Rank I	Rank II	Rank III	Rank IV	Total
Newspaper	47 23.5%	63 3.5%	81 40.5%	9 4.5%	200 100%
Radio	51 25.5%	79 39.5%	45 22.5%	25 12.5%	200 100%
TV	82 41%	37 18.5%	65 32.5%	16 8%	200 100%
Internet	19 9.5%	23 11.5%	9 4.5%	149 74.5%	200 100%

Source: primary data

From the above table, it is clear that 41 per cent of the respondents have ranked I for television, 39.5% per cent of the respondents have ranked II for radio, 40.5% respondents have ranked III for newspaper and 74.5% respondents have ranked IV for internet towards the impact on purchasing jewellery.

MEDIA OF FACTORS ATTRACTS IN ADVERTISEMENT

Advertisement Media	Factors	No.of respondents	percent
Newspaper	Colour and design	69	34.5
	Slogan	52	26
	Celebrities	35	17.5
	picture	44	22
	Total	200	100
Radio	Music	75	37.5
	Voice	80	40
	Content	45	22.5
	Total	200	100
TV	Visual appeal	23	11.5
	Music	44	22
	Celebrities	95	47.5
	Theme or message they convey	38	19
	Total	200	100
Internet	Visual appeal	23	11.5
	Music	44	22
	Celebrities	95	47.5
	Theme or message they convey	38	19
	Total	200	100

Source: primary data

From the above table it is clear that 34.5 per cent of the respondents are attracts by colour and design of the advertisement of jewellery in newspaper, 40 per cent of the respondents are attracts by voice of the radio advertisement of jewellery,47.5 per cent of the respondents are attracts by celebrities in tv advertisement of jewellery, 34.5 per cent of the respondents are attracts by slide show in internet advertisement of jewellery.

CELEBRITIES IN JEWELLERY ADVERTISEMENT THAT INFLUENCED TO MAKE A PURCHASE DECISION

Celebrities in Jewellery advertisements	No of respondents	Percentage
Jos alukkas	24	13.5
Malabar golds and diamonds	17	9.6
Kalyan jewellers	21	11.8
Kumaran thanga malligai	35	19.7
Thangamayil	22	12.4
Bima jewellers	23	12.9
Tansihq	19	10.7
Alukkas jewellery	17	9.6
Total	178	100

Source: primary data

From the above table, it is clear that 19.7 per cent of respondents are influenced by KumaranThangaMalligai advertisements to make a purchase, 13.5 per cent by Jos Alukkas, 12.9 per cent of respondents by Bima Jewellers, 12.4 per cent of respondents by Thangamayli Jewellery, 11.8 per cent of respondents by Kalyan Jewellers, 10.7 per cent of respondents by Tanishq Jewellers, 9.6 per cent of respondents by Alukkas Jewellery and Malabar golds and diamonds.

CHI-SQUAREANALYSIS

PERSONAL FACTORS AND WAY IN JEWELLERY ADVERTISE MENT INFLUENCES

Hypothesis: There is no significant relationship between personal factors and influence on advertisement of jewellery .

Personal factor	Value	Df	Asymp.sig (2-sided)	s/ns	Rejected/ accepted
Age	12.407	12	.414	Not significant	accepted
Education	1.220	4	.875	Not significant	accepted
Occupation	10.367	16	.847	Not significant	accepted
Family income	19.368	12	.080	Not significant	accepted

Source: computed

From the above table it is clear that personal factors like age, education, occupation and family income are not significant influence on advertisement of jewellery.

ANOVA

OPINION ABOUT ADVERTISEMENT OF JEWELLERY * AGE, EDUCATIONAL QUALIFICATION AND OCCUPATION.

Hypothesis:

There is no significant difference between age, educational qualification and occupation and opinion about advertisement of jewellery.

Personal factor	Groups	Sum of squares	DF	Mean square	F	Sig.
Age	Between groups	33.107	3	11.036	.648	0.585
	Within groups	3338.173	196	17.031		
	Total	3371.280	199			
Education	Between groups	44.494	1	44.494	2.648	0.105
	Within groups	3326.786	198	16.802		
	Total	3371.280	199			
Occupation	Between groups	240.195	4	60.049	3.740	0.006
	Within groups	3131.085	195	16.057		
	total	3371.280	199			

From the anova table it is clear that, with the significant value of 0.000 at 5% level, there is difference among the occupation of the respondents and opinion about advertisement of jewellery, hence the hypothesis is rejected. With the significant value od 0.000 at 5% level, it is clear that there is no difference among the age and educational qualification of the respondents and hence the hypothesis is accepted.

SUGGESTIONS

- Most of the respondents are impressed on TV Advertisement; hence the other media of advertisements must improve their effectiveness of advertisement.

- Developing attractive and interesting Advertisements make the consumersto remember the brand and Advertisement.

- Giving true information about the jewellery in the advertisement, aids to maintain the goodwill of the brand in the market.

- Advertisement must convey the right message to the Audience, which creates a positive feeling toward the jeweler.

- Advertisement message should point out the unique feature of the jewellery and the message should be so as to win the attention and interest of the target audience.

- Advertisements must have the right type of message communicated through proper media so as to reach the right people at the right time and at the lowest possible cost..

CONCLUSION

Advertisements are intended not so much for the benefit of consumers. They are mainly directed to influence the consumer demand and are aimed to change the tastes of people. The advertisement message should be presented through the media to which the target customers have access. Advertisement has become a crucial activity in any competitive business. Jewellery business is an expanding sector where there is perpetual demand irrespective of the increase in prices. This field has many competitive players in the market which demand effective promotions by way of advertising to withstand in the market. Further promotion activities are required to hold the present customers and make new customers.

REFERENCES

A Harris Murray (2010)a study on the Impacts of TV advertisement. Journal of Advertising, volume no 5, issue no3, pp 22-24. | Adelaar et al(2003) a study on Online compact of discs (CDs) shopping behavior of consumer through emotional advertising. Journal of Advertising, volume no 27, issue no (1), pp23-31. | Adelaar, T., Chang, S., Lanchndorfer, K. M., Lee B. & Morimoto M. (2003). Effects of Media Formats on Emotions & Impulse Buying Behavior. Journal of Information Technology, volume no 18, pp 247–266. | Applabalum and anatol (1992) a study on credibility of the celebrity endorser from the viewers perceptive.Journal of Consumer Research, volume no 19, issue no12, pp34-51. | riate Data Analysis, Fifth edition, Prentice-Hall International, Inc. | C.R. Kothari, Research Methodology, New Age International (P) Ltd., pp.124-145. | R.S.N. Pillai & Bagavathi, Modern Marketing, S.Chand & Company Ltd, pp.65-98. | C.N. Sontakki, Advertising, Kalyani Publishers, pp.12-42 |