

IMPACT OF ADVERTISEMENT ON THE PURCHASE DECISION OF DURABLE PRODUCTS IN CHENNAI CITY

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Abstract

The outcome of an advertisement can be classified into two important domains namely positive and negative effect and persuasion effect .The positive effects are knowledge process involved in the experience of the product as well as transparency about the marketing strategies of marketers in the durable products arena. The persuasion effects of advertisement are mainly originated from the negative experience of the product purchase after watching advertisement. In this paper, the researcher proposed to supply empirical evidences for the determination of both negative and positive effect on consumers' behavioural approach. The study depends upon primary data obtained from the durable consumers in the metropolitan city of Chennai. The researcher adopted convenience sampling method to obtain more than 200 responses to validate the present research. Confirmatory Factor Analysis and Linear Multivariate Analysis together with structural equation model are exploited to successfully supply the empirical evidences. The research concludes that most of the advertisements for the durable products are able to persuade the customers through the updated technology included in the product attributes at cheap price.

Key words: Learning process, Behavioural approach and Durable products.

Introduction

In India, a traditional, modern and creative advertising strategy plays an important role to improve the sales volume of a product, creating awareness and also shaping the attitude of the consumer. Advertising has been viewed as to update, retell and convince among consumers about their product and services. In the world of business, the uppermost concern of advertisers is that of making their product/brand advertisements effectively. Marketing research provides valuable information to the advertiser regarding consumer needs, wants, preferences and demand. According to Wells (2003) suggested that the effective advertisement was based on two dimensions. First, they should satisfy consumer's objectives by engaging them and delivering appropriate messages. Secondly, the advertisements must attain the advertiser's objectives. This author further expanded on the factors related to advertising effectiveness like perception, learning process, and persuasion.

Learning process includes changes in consumer behaviour arising out of their shopping experiences. This process would help the consumer to guide and directly motivated towards the product. According to Solomon (2004), in advertising the learning process has divided into two dimensions such as cognitive learning and classical conditioning. Cognitive learning implies the consumers should know something about the advertised product through reading, watching and hearing the messages. Conditioned learning is

the process of making connections and involves forming an association between stimuli resulting in a learned response. Advertisements use associations for linking their product with behaviour, pleasant experience and situation. The advertiser wants to lock their message into the consumer's mind.

According to the Robbins (2009) "an influential message tries to create reinforce, or change an attitude, touch an emotion, or anchor a conviction firmly in the potential customer's belief structure. It is the process of changing consumers' attitude, opinion and behaviour towards product by using words. The persuasion consists of four aspects such as attitude, opinion, emotion, and involvement of the consumer towards their brand". These persuasions are the act of making an idea and induce the consumer's to change their beliefs. An advertiser frequently focused on logical and evidence methodology when trying to persuade the consumer's to buy the product.

Review of Literature Fatemeh Shateri (2016) This article concluded that the effect of advertisement was based on product information obtained through advertisement and also it involves the emotion of the consumer attitude towards the product. Arch G. Woodside (2016) this article focused advertising principles should follow by the executives in the form of the checklist for the highest impact on the advertisements. Advertisements content and design play an important role in the behavioural changes of the consumers.

Aneza Bashir (2009) Personality used in the commercial advertisements has strongly influenced the consumer attitude and this kind of advertisements persuades the consumer to at least buy the product once in their lifetime. Wells et al., (2000) Consumers' believ ability and trustworthiness bring out an essential element of persuasion and effective advertisements contain major features of the brand followed the strategy, creativity and execution.

Methaq & Fahad(2016) Advertisement strategy to be adopted by the practitioners for communicating positive brand image and this would help to influence the consumer to create purchase intention of the product. Consumer attitude toward advertised brand moderately intervenes between the advertisement and purchase intention of the product. Jhally(2003) Advertisement content messages and pictures are the most important likely dimensions to foster curiosity and motivate the consumers to buy their product. Uchenna Cyril Eze1 & Chai Har Lee2 (2012) Belief in pleasure and economic condition of the consumers had positively influenced on attitude towards advertising.

Gaps in the Literature

The National and International reviews on advertisement and their effectiveness clearly revealed that direct influence of advertisement on consumers but those studies did not focus on driving the components of advertisement effectiveness as well as attitudinal changes among the consumers. These two prominent gaps motivate the researcher to identify empirical evidences regarding effectiveness of advertisement.

Objectives of the study

- a. To study the factors responsible for advertisement effectiveness.
- b. To find the influence of advertisement on attitudinal changes of consumers.

Hypothesis

There is no significant influence of advertisement on attitudinal changes of consumers.

Methodology

This study is based on responses of consumers watching various advertisements. The responses are obtained through a well-structured questionnaire with optional type as well as Likert's five point scale questions. The questionnaire consists of three parts namely demographic perception on advertisements and their attitudinal changes. Part two and three of the questionnaires are completely based on Likert five point scale.

Data Collection

The researcher applied convenient sampling method to collect twenty responses from the general consumers watching the advertisement of fast moving consumer groups. The researcher collected twenty responses each from all the fifteen zones. Hence, the sampling size of the responses is fifteen into twenty equal to three hundred.

Data Analysis

The researcher applied exploratory factor analysis and confirmatory factor analysis to conform the factors of advertisement perception and subsequently used linear multiple regression analysis to estimate the effectiveness of advertisement over the consumers attitude.

Analysis and Discussion

In order to determine the effectiveness of advertisement on consumers, the researcher applied factor analysis by principle component method to exactly undermine the effectiveness of factor involved. The researcher considered 15 items to measure the effects in the context of consumer perception. In this method, it is important to reduce the 15 variables into predominant factors of advertisement effectiveness at the point of inception .The research received the following results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	2435.010
	df	105
	Sig.	.000

From the above table it can be ascertained that the KMO measure of sampling adequacy is .845, Bartlett's Test of Sphericity with approximate chi- square test value = 2435.010. These values are statistically significant to confirm the 15 variables are normally distributed and suitable for data reduction process. The following table gives the factor extracted from the 15 variables.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.700	31.332	31.332	2.725	18.164	18.164
2	1.367	9.110	40.442	2.281	15.206	33.370
3	1.262	8.411	48.853	2.149	14.328	47.698
4	1.053	7.017	55.870	1.226	8.172	55.870
5	.930	6.200	62.070			
6	.818	5.454	67.524			
7	.765	5.102	72.627			
8	.700	4.670	77.296			
9	.635	4.230	81.527			
10	.607	4.047	85.574			
11	.514	3.424	88.998			
12	.486	3.240	92.238			
13	.471	3.138	95.377			
14	.392	2.616	97.993			
15	.301	2.007	100.000			

From the above table it is found that 15 variables are reduced into four predominant factors with the following individual variances.

1. Informativeness (18.164%)
2. Credibility (15.206%)
3. Inducing purchase decision appropriate (14.328%)
4. Timings (8.172%)

These four factors have the cumulative variances of 8.172%. These factors are considered as predominant factor effectively influencing the consumers of durable products. For the further analysis, they are considered as independent variables and dynamic purchase of consumers is considered as dependent factor. In order to measure the overall effectiveness of advertisement, the researcher considered effectiveness of advertisement as independent factors and dynamic purchase as dependent factors to run the regression analysis and the results are clearly presented below

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.597	.594	.350

a. Predictors: (Constant), per4, per1, per3, per2

From the above table, it is found that $R=0.772$ and $R\text{ square}=0.597$. It shows that the advertisement creates 59.7% variance on the consumers to make their purchase decision.

The following table implies the nature of relationship between independent and dependent variable

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.884	4	27.721	226.592	.000 ^b
	Residual	74.993	613	.122		
	Total	185.877	617			

From the above table, it is found that $F = 226.592$, $P = 0.000$ are statistically significant at 5% level. This shows that there is deep relationship between effectiveness of advertisement and purchase decision of consumers.

The individual influences of all the advertisement factors are also determined in the following coefficient table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.718	.117		-14.648	.000
		.152	.026	.169	5.818	.000
		.276	.025	.345	10.925	.000
		.191	.024	.247	7.871	.000
		.217	.026	.253	8.227	.000

a. Dependent Variable: Perception

From the above table, it is found that all the Beta values and t-test values for the four factors of advertisement effectiveness are statistically significant at 5% level. This empirically proved that the advertisement of durable products create deep impact and transform into them into dynamic buyers.

Findings and Conclusion

The research found that the advertisement is an important tool to create awareness among the consumers on their need based approach. Advertisement is having key role in creating brand knowledge, brand associations, brand delight and brand recall. These sorts of psychological development among the consumers through advertisement over the span of time motivate the consumers to take their purchase decision dynamically. In particular, more than 50% fast moving consumer goods are persuaded by the advertisement. Hence, it can conclude that the researcher is able to provide empirical evidences for the effectiveness of advertisement in the marketing arena.

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