

ADVERTISING EFFECTIVENESS OF CONSUMER DURABLES IN THANJAVUR TOWN

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Abstract

The area of the study taken by the researcher is Thanjavur Town Thanjavur is a historical town with influence from far and wide. The people are covetous, the languages are different and the customs of each family varies. The advertising effectiveness was tested from the awareness; attitude and purchase influence points of view of the respondents. As for as awareness of advertisements is concerned, it is greater. The study shows that 92% of the respondents have seen/heard the advertisements of the products. 69% of the respondents could identify totally the brand names of the products. To conclude, the advertisement cannot make the consumers or buyers to buy the product immediately / similarly advertisement do not guide the buyers in these locations of the products. But they can make knowledgeable informative and give ideas. Therefore, they are really communicative.

Introduction

The consumers are the persons who buy things for their own satisfaction. Consumers buy small quantities of goods for their needs. Buying of consumers depends upon their income. The buying behaviour of consumer is influenced by Cultural, Social, Personal and Psychological.

“ Consumer is the king” remains only as a Vocal Pledge but “ Caveat Emptor” is the motto of many a marketer. Consumer’s Sovereignty is only a misnomer even is the context of a firm proclaiming its ideal to be consumer - oriented the existence of seller’s market is a clear example that the consumers are often voiceless.

Consumerism has been defined as a social movement seeking to increase the powers and rights of buyers in relation to sellers. It is a movement which strives to augment the rights and powers of consumers in relation to products, services and traders. It began with Persian Emperor Cyrus the great, who in 500 B.C. complained about malpractices in Greek market. It is a movement that changed the maxim “Caveat Emptor” to “Caveat Venditor”.

Consumer Awareness

The concept of consumer awareness is defined as to where the consumers at large are “Aware” of various brands available in the market. Sometimes the brand be a good product but many consumers may not be aware of it. This is due to less advertising and sales promotional activities.

Consumer satisfaction

Webster’s Dictionary as - “Fulfillment of a need or want” defines consumer satisfaction. Satisfaction is a person’s feelings of pleasure or disappointment, resulting from comparison of a product’s perceived and actual performance in relation to his/her expectations. So, consumer’s satisfaction is a function of the product’s perceived performance and the consumer’s expectation. Consumer satisfaction should be the core and correct perspective on which marketing policies of an organization should be built.

Statement of the problem

This study is undertaken to evaluate the advertisement in relation to various domestic consumers durable in Thanjavur area. The consumers buy various items like Television, Grinder, Mixie Steel Bureau, Steel cot and Steel Chairs. The manufacture of consumers durable spent a lot on advertisement. Does the advertisement educate them? Is there any change in the attitude of the consumer point of view? In order to verify these questions, the present study is designed.

Objectives

1. To identify factors influencing advertising effectiveness in the purchase of domestic products.
2. To measure the effect of advertisement in relation to domestic products in Thanjavur city area from the consumer point of view.

3. To suggest ways for improving the advertisement policy of Domestic products.

Sample area

Sample area is Thanjavur. The study covers Thanjavur town only.

Sampling technique

The researcher has used stratified random sampling method for selecting the respondents. For that purpose the Thanjavur Town was divided into 5 zones namely, Mangalapuram, Ganapathi Nagar, Railway Station, South Rampart, and Marrys Corner, From each zone 40 respondents were, using random sampling method.

Methodology

This study is based on survey conducted in Thanjavur city. From a total of 8000 households, 1% of (150) sample was chosen using cluster - sampling method. The respondents for the study area have been drawn randomly. An interview schedule was prepared to collect primary data. The first part of the questionnaire included questions on socio-economic background of the respondents. The second part of the questionnaire is relating to effectiveness of the advertisement. Simple average was used to summarize the results.

Objective Measurement

Objective measures may or may not be objective in the strict sense of the word. Objectives in this context describe measures of actions taken as a result to exposure to advertising. Two of the primary objective measure used in advertising research is advertising response measurements and sales measurements.

Advertising Response Measurements

The number of inquiries generated by offers made in advertising is a frequently used form of advertising response measurement. An offer may be the entire subject of an advertisement. It may be prominently featured as a part of the advertisement with or without a coupon or it may be made within the body of the text. If the offer is a part of the body copy and in the same typeface and style, it is referred to as a 'hidden' or 'buried' offer.

Sales Measurement

Many methods for measuring advertising effectiveness include sales or purchase off the brand and product category as a part of the overall measurement. Objectives may be to measure the relative effectiveness of different media forms or combinations. Different advertising approaches. Varying expenditure levels. Varying frequently exposure patterns. Different promotional approaches. Varying combinations of advertising and promotions.

Limitations of the Study

This is a different study aimed at measuring effectiveness of advertising. The following difficulties were experienced.

Generally, this type of study requires use of aims or instruments in measuring effectiveness of the advertisement. They were not used at all. Advertising effectiveness could result in increase in the sales volume and it is a part of the business unit. But data were not collected either from the manufactures or from the seller of domestic durable products. Responses were collected only from the consumers in a particular area. Therefore the conclusion drawn from the study cannot be generalized.

Results of the Study

In line with the objectives, the present study seeks to find out the advertising effectiveness of consumer durables. Simple percentage and chi-square analysis were used. The result of all this is shown in Table 1 to Table 6. Majority [67 %] of the respondents are in the age group of 26-35 years. Majority (41-35%) of the respondents has studied school and college education. 47% of the respondents are doing business. Most of the respondents earn a monthly income of below Rs.2000 to 4000. Sample respondents in Thanjavur area have given equal importance to various types of television sets. The respondents buy Sumeet and other brands of Mixies. The sample respondents have bought Crompton, Santha, Balaji, Lakshmi and other brands of grinders. Godrej, bureau is very popular because if was bought by the people also buy 47% of the respondents and the local products like Royal, Khadhi Craft, and Sarvodya Sangam. Godrej, steel chairs, international steel chair equally preferred to have Godrej and local made cots. Majority of the people (43% + 38 %) have made their purchases in their own city of Thanjavur and nearby Trichy. 97 % of the respondents were satisfied with the purchase of the domestic town of Thanjavur and nearby Trichy. The television advertisement ranked first and Radio occupies the next place.

Listening the advertisements of those products purchased. More than one third of the respondents gave their importance to information released by the advertisements. Advertisements of domestic products in different media could not generate immediate effect on the listeners. Majority of the respondents (30%) bought their domestic durable due to multi - effect.

Chi-Square Analysis

Chi-Square test is used to test the hypothesis: Change in attitudes and Education of the respondents are independent. The calculated value is greater than the tabulated value. So we reject the null hypothesis. Hence we conclude that Change in attitudes and Education of the respondents are dependent. The above inferred that change in attitudes is depending upon the education of the respondents.

Conclusion

The advertising effectiveness was tested from the awareness; attitude and purchase influence points of view of the respondents. The study shows that 92% of the respondents have seen/ heard the advertisements of the products. 69% of the respondents could identify totally the brand names of the products. Similarly, dominant medium of advertisement was television. Again 68% of the respondents have greater exposure to the advertisement. Therefore, the awareness of advertisements for domestic consumer durable is greater. Another are where advertisement creates response is the attitude of the respondents. About 66% of the sample respondents gained knowledge about the products. 19 % of them said that they become informative. The expected changes in the attitude are the knowledge of information, creation a desire, to buy deciding to buy and no change at all. But the major change has taken place only in the knowledge about the product.

The advertisement cannot make the consumers or buyers to buy the product immediately / similarly advertisement do not guide the buyers in these location of the products. But they can make knowledgeable informative and give ideas. Therefore, they are really communicative.

Appendix

TABLE -1
MEDIUM OF THE ADVERTISEMENT

Media	No.of Respondents	Percentage
Radio	28	19
Television	93	62
News Paper	22	14
Wall Posters	7	5
Total	150	100

TABLE - 2
IMPORTANCE OF THE ADVERTISEMENT

Particulars	No.of Respondents	Percentage
Information	28	19
Medium	19	13
Shape	35	23
Matter	41	27
Name of the product	13	9
Time of Advertisement	14	9
Total	150	100

TABLE - 3
PURCHASE DECISION

Factor	No.of Respondents	Percentage
To buy at once	7	5
To buy after some times	28	19
To buy when required	109	72
Do not buy	6	4
Total	150	100

TABLE -4
SELECTION OF A PRODUCT

Particulars	No.of Respondents	Percentage
Advertisement	12	8
Friends and relatives	35	23
Own knowledge	38	25
Situation	7	5
Shop-keeper recommendation	13	9
Including all	45	30
Total	150	100

Chi-Square Analysis

TABLE -5

CHANGE IN ATTITUDES Vs EDUCATION OF THE RESPONDENTS

Education	Change in Attitudes				
	Knowledge about the product	Desired to buy	Decided to buy	NoChange at all	Total
School Education	38	10	10	4	62
College Education	35	5	9	3	52
Diploma	6	2	2	1	11
Professionals	20	2	2	1	25
Total	99	19	23	9	150

TABLE -6

O	E	(O-E)	(O-E) ²	(O-E) ² Es
38	40.92	-2.92	8.52	0.20
10	7.85	2.15	4.62	0.58
10	9.5	.5	.25	0.02
4	3.72	0.28	0.07	0.01
35	34.32	0.68	0.46	0.01
5	6.58	-1.58	2.49	0.38
9	7.97	1.03	1.06	0.13
3	3.12	-0.12	0.014	0.004
6	7.26	-1.26	1.58	0.22
2	1.39	0.61	0.37	0.27
2	1.68	0.32	0.10	0.06
1	0.66	0.34	0.11	0.17
20	16.5	3.5	12.25	0.74
2	3.16	-1.16	1.34	0.42
2	3.83	-1.83	3.34	0.87
1	1.5	-0.5	0.25	0.17
TOTAL				4.25