

INFLUENCING OF ADVERTISING ON CONSUMER PURCHASE DECISION TOWARDS DURABLE GOODS IN THIRUVARUR DISTRICT, TAMIL NADU

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ABSTRACT

In the present market scenario, advertisement plays a predominant role. Now-a-days, advertising reaches everywhere and plays a vital role in developing the sales of the company and in increasing their market share. The advertising industry is a social institution that was created to meet the human demand for information about product, brand, and service availability. With the rapid advancement of technology and the growing impact of the media, advertising has become an unavoidable component of every marketing strategy. Companies are ready to spend huge amounts on advertising to attract new customers and to retain the existing customers. Advertisements, both electronic and print, can reach a larger audience and have a greater impact on them. Advertisements can be used to inform new audiences, persuade people to buy a product, and have a significant impact on consumer decision-making. Advertisement can also be used to remind to exist customers of their connection to the company's products and services, resulting in a long-term link with the product or service, as well as brand growth and brand loyalty. The aim of this study is to examine the impact of advertising on consumer buying behaviour in Thiruvarur District and to study the factors influencing buying goods. This paper has attempted to know to what extent the advertisement has given the impact on purchasing decisions. For conducting the research, descriptive and analytical research design was used and data was collected through convenience sampling of 246 respondents. The data was analysed and the hypothesis was tested by using percentage and T-test and One-way ANOVA in SPSS. The result of this paper has found that there is no significant difference between age and the influencing level of advertising and there is no significant difference between the gender of the respondents and the influence of attracting factors.

KEY WORDS: Advertisements, Consumer Behaviour, Consumers, Purchasing decision, Durable goods, Promotional Tool

1. INTRODUCTION

In the global market scenario, advertising plays a predominant role in promoting products and services. Advertising is a method of communication aimed at persuading audiences to purchase a product

or service by offering information and urging them to do so. It is regarded as a critical and necessary component for marketers' and businesses' economic development (Ryans, 1996). Almost all are growing up in the media-flooded world of television, advertising, films, billboards, magazines, movies, newspapers, and the internet. Of all marketing tools, advertising is recognised for its long-term impact on the viewer's mind, as its exposure is much better. Advertising as a promotional tactic, is an important instrument in raising product awareness in the minds of potential customers before they make a purchase choice. Therefore, it is an inevitable part of the promotional mix and can be used to inform the new customers and influence them to buy the products and it can also be used as a reminder to the existing customers. Both electronic publicity and print media may have a greater impact on new audience to persuade them to buy the product and it may have an enormous influence on consumer decision making. Advertising among competing brands has grown rapidly and has given consumers greater insight into several products and services in the market and allowed consumers to gain a better understanding of several products.

Advertising, sales promotion and public relations are mass media tools for marketers. Advertising is critical in shaping dreams and assisting customers in making informed decisions about products and brands. Through advertising, the impact may reach a wider audience and the purpose of advertising is to inform, persuade, convince or recall the customers about products or services. Advertising amongst competing brands has grown rapidly. Not only that, but consumers have gained more knowledge about various products and services in the market place. Advertising has grown from a local to an international level in a highly competitive world. At present, companies are looking outside their own country to attract new customers. Advertising is a paid type of exposure or promotion by a sponsor that reaches out to people through various conventional media such as television, newspapers, commercial radio advertisements, magazine mail, outdoor advertising, and modern media such as blogs, websites, and text messages (Ahmed & Ashfaq.2013)

Companies are ready to spend huge amounts on advertising to attract new customers and to retain the existing customers. Customers are drawn to buy products and remember brands because of new ideas and inventive methods. Customers' purchase intent is influenced significantly by advertising. Marketing research is focused on determining how manufacturers utilise branding to affect customer views. (Parasuraman and Grewal 2000). Advertising effectiveness studies indicate that there is indeed a clear correlation between the producer and the customer (Aitken et al. 2008). Marketers have continuously reacted to dynamical business demands once it involves generating new advertising. As the production of factory-made merchandise grew as a result of industrial enterprise within the twentieth century, the employment of ads accumulated dramatically. However, at the time, few companies used ads. Advertisements were limited to television, radio, billboards, and newspapers in the

late 1980s. Companies are increasingly dependent on digital advertising in today's modern environment. Companies are so reliant on social media and smartphone advertising that it's feasible that it may soon supersede traditional television advertising.

Consumer behaviour is a relatively new field of study that emerged shortly after World War II. Consumer purchasing behaviour has become a critical component in modern marketing systems, since success or failure is ultimately determined by the purchasing behaviour of target consumers, either individually or collectively. The seller's market has gone, while the buyer's market has increased. As a result, the manufacturer's focus has shifted from product to consumer, with a special emphasis on consumer behaviour. Buyer behaviour has become an autonomous field as a result of the review of marketing concepts from mere selling concepts to consumer-oriented marketing concepts. Consumer character, behaviour, and attitude are critical factors in the decision-making process. Since the primary goal of marketing is customer satisfaction and benefit, it has now become a central topic of modern marketing. As a result, the customer is extremely critical to a marketer. To be an effective marketer, one must first know what the customers enjoy and dislike. This research tries to find out the factors influencing advertisements while making the purchase by the consumer. Many brands of durable goods are available in Thiruvarur District, and it is important to understand how much consumers are influenced by advertisements, as well as their level of satisfaction when making purchasing decisions. The findings of this study will assist marketers in better understanding their target customers and their advertising preferences, as advertising plays an important role in the promotion of goods and services, and they will be able to conduct any other specific research aimed at them.

2. OBJECTIVES OF THE STUDY

1. To explore the factors influencing consumer purchasing behaviour with regards to advertisements
2. To study key factors that drive consumer purchasing of durable goods
3. To know the level of customer satisfaction towards durable goods

3. LITERATURE REVIEW

According to Cohen, advertising is a business practice that employs innovative strategies to create compelling communication in mass media that promotes ideas, products, and services in a way that is consistent with the advertiser's goal, customer loyalty, and the advancement of social and economic welfare. **(According to Cohen, 1988)**. Advertisement serves as a connection between the manufacturer and

the potential customer. It serves as a medium of mass communication, a powerful marketing tool, a part of the economic system, a method of funding the mass media, a social organisation, an art form, a field of work, and a career, among other things. (**Chunawalla, S. A. Sethia K.C.1997**). Advertising has been a topic of discussion for decades, but it was not as relevant as it is now until the twentieth century. The explanation for this is that in the nineteenth century, economists were attempting to establish the theory of ideal competitive markets, which believed that the market contained perfect knowledge and that customers had a fixed preference for their goods. Advertising on goods was once considered a waste of resources and a rise in manufacturing costs because customers were unlikely to react. Furthermore, there was no large-scale manufacturing until the late nineteenth century, when a slew of new innovations appeared. Advances in transportation and technology have caused producers to reconsider their decision to expand their capacity and, as a result, maintain product visibility. (**Bagwell, 2001**).

Advertising has a long-term effect on customer purchases and producer profits. The aim of an advertisement for a company is to raise product awareness. This has an effect on a company's current and potential sales because customers are more likely to respond to advertisements in the long run. This complex impact of advertising explains why a product is normally advertised the most at the entry level. (**Sharma and Sharma, 2009**). Advertising is an essential part of product promotion. Advertisement is used as a significant tool in a sales campaign to raise awareness of a product and persuade potential customers to make purchasing decisions. (**Adeolu B. Ayanwale et al. 2005**). Another research has attempted to define the purpose of radio ads on the dissemination of information on sales promotions by examining the influence of radio advertisements on urban commuters' regular purchases of retail supplies (**Rajagopal, 2010**). Advertising is an integral component of promoting products. As a promotional strategy, advertising is used as a major instrument to create awareness of the product and persuade potential consumers to make potential purchasing decisions (**Adeolu B. Ayanwale et al. 2005**).

All marketing begins with the customer. As a result, the customer is extremely critical to a marketer. Consumers choose what to buy, for whom they buy it, why they buy it, where they buy it, and how much they pay for it. To be a good marketer, one must first understand what consumers like and dislike. The analysis of consumer preference focuses not only on how and why consumers make purchasing decisions, but also on how and why they choose the products they purchase and how they evaluate those goods after they have been used. (**Kumar et.al. 2015**). Another research has discovered that replacements account for a significant portion of consumer durables sales in the United States. The results of car replacement show that "early" replacement buyers are more concerned with styling and image than "late" replacement buyers are with prices. (**Bayus, 1991**). The study "The influence of advertising spending

on brand loyalty in services" discovered that advertising spending has an impact on customer perceptions of product quality, loyalty, and satisfaction. (Ha YH, John, Janda & Muthaly, 2011). In order to forecast future trends, marketing personnel are actively examining patterns of purchasing behaviour and purchase decisions. The study of how, where, what, and why people buy is known as consumer behaviour. (Hemanth Kumar et al. 2014). With acculturation, customer purchasing tastes are rapidly evolving and shifting towards high-end technology goods, Because of changing lifestyles and increasing income levels, products that were once considered luxury goods have become necessities. The demand for high-end items such as televisions, washing machines, refrigerators, and air conditioners has risen significantly as disposable incomes have increased. It's also made easier by the widespread availability of credit and the existence of nuclear families. Increased demand for consumer durables in the market, resulting in price reductions, as Indian consumers continue to place a premium on value for money. (Sathya and R. Indirajith, 2016).

Consumer purchasing behaviour refers to the strategies used when individuals or groups select, purchase, use, or dispose of goods, services, ideas, or experiences to meet their needs and desires (Solomon, 1995). Consumer conduct that includes looking for, paying for, using, reviewing, and discarding goods and services that they believe would meet their needs (Schiffman & Kanuk, 2007). Consumer purchasing behaviour is especially important to research because it helps businesses prepare and implement better business strategies (Khanwale, 2015).

4. HYPOTHESES DEVELOPMENT

- ❖ There is no significant difference between age of the respondents and levels of influencing of advertising
- ❖ There is no significant difference between gender of the respondents and influencing factors of advertising

5. RESEARCH METHODS OF THE STUDY

The questionnaire was distributed to 250 people, but only 246 people responded. The basic data for the current study came from the 246 respondents' responses. SPSS was used to analyse the information. Percentage analysis, chi-square, and one-way ANOVA and mean score tests were among them. The majority of the research was descriptive and analytical in character. Thiruvarur District conducted an online poll with a total of 246 participants. The sample consisted of buyers and users of durable goods. The convenience sampling method utilised in this study fits under this category. Between February and April of 2021, the study was carried out.

6. ANALYSIS OF THE STUDY

Table 1

Socio-Economic Conditions of the respondents

Sl. No		Factors	Frequency	Percent
1	Age of the Respondents	18-27 years	66	27
		28-37 years	94	38
		38-47 years	38	15
		48-57 years	36	15
		58 & above	12	15
		Total	246	100
2	Gender	Male	118	48
		Female	128	52
		Total	246	100.0
3	Marital Status	Married	224	91
		Unmarried	22	09
		Total	246	100
4	Education	No formal Education	14	06
		School education	23	09
		Degree & Diploma	132	54
		Post Graduate	43	18
		Professionals	18	7
		Others	16	6
Total	246	100		
5	Occupation	Private	58	23
		Government	24	09
		Professional	17	07
		Housewife	88	36
		Self- employed	25	11
		Others	34	14
Total	246	100.0		
6	Family Monthly Income	Less than Rs.15000	60	24
		Rs. 15001 - 30000	145	59
		Rs. 30001 - 45000	23	9
		Rs. 45001 & above	18	8
		Total	246	100.0

Source: Primary data

Table 1 shows the respondents' socioeconomic circumstances. The majority of the respondents are between the ages of 28 and 37. The majority of the people in the sample are female. The majority of those polled are married. 132 respondents have completed a degree or diploma programme. The majority of those who responded are housewives. It also shows that 145 of the 246 respondents had an annual income of less than Rs. 15001- 30,000

H01: There is no significant difference between age and level of influencing of advertisements.

Table No. 2
One Way ANOVA between Age of the respondents and levelof influencing of advertising

Influencing Level of of advertising	N	Mean	Std. Deviation	F	Sig
Highly influencing	174	2.28	1.155	5.139	.007
Moderate Influencing	48	2.77	1.134		
Not influencing	24	1.96	.908		
Total	246	2.34	1.149		

Source: Primary data/ Computed by Researcher

From the table no.2, it is observed that the significance value is i.e. $0.007 > 0.05$, **Null Hypothesis is accepted.** Therefore, it is concluded that there is no significant difference between the age and levels of influencing of advertising.

H02: There is no significance difference between gender and Influencing factors of advertising

Table No.3
T-test between GenderandInfluencing Factors of advertising

	Gender	N	Mean	Std. Deviation	T	Sig
Influencing factors of advertising	Male	118	4.9746	1.98912	.636	.847
	Female	128	4.8125	2.00295		

Source: Primary data/ Computed by Researcher

Analysing the data by applying the t test in table no.3, it is inferred that the significance value is i.e. $.847 > 0.05$, **Null Hypothesis is accepted.** Therefore, it is concluded that there is no significance difference between the gender and influencing factors of advertising

Table No. 4
Factors Influencing Satisfaction Level

FACTORS	MEAN SCORE	RANK
Product Availability	4.370	III
Brand Loyalty	4.309	V
Quality	4.394	II

Product Features	4.325	IV
Price	4.305	VI
Offers and Discounts	4.427	I
Models/Designs	4.268	VII

Source: Primary Data

The most important factors influencing the preference for durable goods are ranked as 'offers and discounts' (mean = 4.427) in table no. 5. In terms of mean score, it was followed by 'Quality' (mean = 4.394). Product availability is the third most important aspect (mean = 4.370), while product characteristics (mean = 4.325) is the fourth most significant element for choosing durable goods. The remaining important factors impacting durable goods preference, namely 'Brand Loyalty' (mean = 4.309), 'Price' (mean = 4.305), and Models/Designs (mean = 4.268), are the least influencing factors in the stated order.

7. FINDINGS OF THE STUDY

From the findings of the research, it is concluded that the majority of the respondents are between the ages of 28 and 37. This is because adults have the power to take the decision while purchasing durable goods. The majority of the people in the sample are female. Females are likely to be more interested in and make purchasing decisions in the home than males. Of people (32%) prefer branded products so that they purchase the products of the same brand. This research found that the majority of the respondents (72%) are highly influenced by the advertisements. By analysing the mean ranking, there are some important factors of satisfaction level to be considered by consumers while making purchase decisions. Offers and discounts, as well as product quality and availability, all have a significant impact on the preference for long-lasting goods.

The research has analysed that there is no significant difference between age and level of influence of advertisements. The majority of consumers are highly influenced by the advertisement irrespective of age. Therefore, a sound advertisement only creates attention and stimulates us to prefer a particular brand. Similarly, this study found that there is no significant difference between gender and the level of influence of advertisements. Consumers are more attracted by the advertisements irrespective of gender.

8. DISCUSSION AND CONCLUSION

Consumers are eager to switch brands, hence it is essential that promotional programmes be presented frequently. More product information should be available on the product's website, because the product does not have a tangible feel to it. Online marketing saves us time and money, and it also allows us

to choose from a wide range of products. The company ought to also concentrate on after-sales service, and, if possible, aim to give a longer guarantee than its competitors. The company should ensure that its items are available from practically all dealers so that customers do not have trouble finding them.

The current period is witness to the revolutionary change in the trend of commercialisation. Online marketing saves us time and money, and it also allows us to choose from a wide range of products. Because the product is not available for physical inspection, ads are the only means of influencing and attracting customers. Advertising plays a crucial influence in influencing consumer purchasing decisions. Advertising should be real, accurate, and suit consumers' informational needs. Companies should employ appealing and informative material to raise customer awareness, rather than relying on advertisements to change people's perceptions. Instead, they could use new sales promotion methods or other media to alter people's perceptions. It would be simple for any corporation to affect consumer buying behaviour by raising awareness and generating a strong perception in their customers' minds.

Consumers favour well-known brands with high-value consumer durables. Marketers and manufacturers of consumer durables must work hard to convert brand awareness into brand loyalty for their well-known brands. Manufacturers and dealers should correctly use consumer behaviour in this direction in order to optimise sales. Consumer durables purchasers have shown a strong preference for conducting extensive research with dealers of various brands of products. This characteristic should be replicated by all purchasers in order to avoid post-purchase unhappiness with the product's quality and performance. Price concessions, price reductions, sales discounts, and gifts, among other things, have become commonplace. Buyers of consumer durables should endeavour to take advantage of these benefits whenever they are available, but they should not be swayed just by awareness without considering the quality and performance of these higher-priced goods. Buyers of consumer durables should demand that all technical information about the usage of the items be disclosed to enable them to utilise the products without any technical faults that require frequent repairs, as well as free servicing of the durables by dealers within the warranty period.

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