

## **A STUDY ON IMPACT OF ADVERTISING TOWARDS CONSUMER BUYING HABIT AT DUROFLEX PRIVATE LIMITED, BANGALORE**

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### **ABSTRACT**

This study investigates the effect of advertising on consumer buying habits at Duroflex Private Limited, a key player in the sleep solutions industry. By employing a mix of surveys and interviews, we explore how Duroflex advertising strategies impact consumer preferences. Initial findings suggest a clear link between the type and frequency of advertising campaigns and consumer purchasing decisions. The research considers the role of digital versus traditional advertising and offers actionable insights for Duroflex to enhance their strategies. This

study contributes valuable insights for businesses aiming to leverage advertising to enhance their market presence and drive growth.

### **INTRODUCTION**

This study investigates the effect of advertising on consumer buying habits at Duroflex Private Limited, a key player in the sleep solutions industry. By employing a mix of surveys and interviews, we explore how Duroflex's advertising strategies impact consumer preferences. Initial findings suggest a clear link between the type and frequency of advertising campaigns and consumer purchasing decisions. The research considers the role of digital versus traditional advertising and offers actionable insights for Duroflex to enhance their

strategies. This study contributes valuable insights for businesses aiming to leverage advertising to enhance their market presence and drive growth.

## **FACTORS INFLUENCING ADVERTISING TOWARDS CONSUMER BUYING HABIT**

- Psychological factors
- Demographics
- Social influence
- Brand perception

## **IMPORTANCE OF ADVERTISING TOWARDS CONSUMER BUYING HABIT**

Advertising plays a pivotal role in shaping and influencing consumer buying habits, impacting businesses' success and market presence. Its significance stems from its ability to connect brands with their target audiences and drive consumer behaviour in various ways:

- **Awareness Creation:** Advertising introduces products and services to consumers who might not have been aware of them otherwise, expanding the potential customer base.
- **Information Dissemination:** Advertising provides essential information about products, features, benefits, and pricing, enabling informed consumer decisions.
- **Brand Recognition:** Consistent and memorable advertising builds strong brand recall, making consumers more likely to consider and trust familiar brands.
- **Emotional Connection:** Emotional appeals in advertising create personal connections that influence buying decisions and brand loyalty.
- **Behavioural Triggers:** Advertising prompts specific actions, like limited-time offers or call-to-action buttons, driving immediate purchase decisions.

## **LITERATURE REVIEW**

### **Naitik rajeshbhai kabarwala (2019)**

The research examines advertising's impact on consumer buying behaviors through non-personal communication through mass media, collected through questionnaires and secondary information from several sources in December 2018.

### **Umesh maiya (2020)**

Study analyzes advertisement's impact on consumer buying behavior, examining connection amongst advertisement and consumer behavior.

### **Ayesha ashfaq (2013)**

The current research paper focuses on how advertising affects consumers' purchasing decisions. The main elements that increase consumers' intents toward the goods and purchasing behaviors are brand image, persuasiveness, and celebrity endorsement in the advertisements.

### **Pranjali Katiyar (2017)**

The tendency of marketing has seen a radical alteration in the modern period. Online marketing is a resource that saves us time and money, and the availability of a wide range of goods is another reason.

### **Samar Fatima (2016)**

Advertisements influence consumer purchasing decisions by raising awareness, perceptions of cosmetic products. This study examines the impact of advertising on 200 young men and women using cosmetics products.

## **RESEARCH GAP**

Limited understanding : there is a lack of comprehensive research on how advertising specifically affects consumer buying habits at Duroflex company.

Specific context: the research gap lies in the absence of studies that investigate the unique characteristics of Duroflex company's products, target market, and advertising strategies.

## **RESEARCH DESIGN**

**DIRECT RESEARCH:** Both primary and secondary sources collect the data.

**PRIMARY DATA:** The primary statistics were outcomes that were first observed and then documented. The numerous primary data, collection techniques, including observation, interviews, and questionnaires, are used to get the data.

**SECONDARY DATA:** Secondary records are the previously accessible results. It could be worth more than the researcher who has it available to several people.

## TOOLS FOR ANALYSIS

- Simple random technique
- Charts
- Tables

## SAMPLING

In order to generalize our findings to the community they were picked from by analysing the study, a survey makes sure that groups of an informed audience are identified (e.g., people, organizations) The distance is the restriction. Space Only Duroflex products were included in the analysis. Consumer response is constructed on a theory.

In simple random technique 153 customers are chosen for analysis.

## RESEARCH OBJECTIVES

- Being aware of the various promotional tactics used by the business.
- To determine how well-versed a person is in the organization's products.
- To understand the customer's intended buy before making a purchase.
- To comprehend the customer's purchasing habits with regard to impulsive purchases.

## DATA ANALYSIS

### Reliability Statistics

Cronbach's Alpha	N of Items
.952	40

### Data Interpretation:

The alpha value is .952 it flows between the range of .90 -.100 So that the reliability between the questions is in good position.

## Correlation

Correlations									
		1 how did you first hear about duroflex sleep products?	5 are you aware of duroflex's customer referral program, where you can earn rewards for referring their sleep products to others?	17 how well do you understand the specific features and benefits of duroflex mattress collection?	19 to what extent do you believe duroflex provides quality products compared to others?	24 how would you rate the trustworthiness and reputation of duroflex as a sleep productt brand?	27 how likely are you to visit duroflex showroom or retail stores to try out their products?	37 have you ever regretted making an impulsive purchase of a sleep product?	39 would you stay that impulsive purchases related to sleep products have overall been a positive or negative experience for you?
1 how did you first hear about duroflex sleep products?	Pearson Correlation	1	.195*	.138	.202*	.278**	.287**	.078	.004
	Sig. (2-tailed)		.017	.091	.013	<.001	<.001	.343	.964
	N	151	151	151	151	151	148	151	151
5 are you aware of duroflex's customer referral program, where you can earn rewards for referring their sleep products to others?	Pearson Correlation	.195*	1	.481**	.532**	.278**	.402**	.335**	.355**
	Sig. (2-tailed)	.017		<.001	<.001	<.001	<.001	<.001	<.001
	N	151	151	151	151	151	148	151	151
17 how well do you understand the specific features and benefits of duroflex mattress collection?	Pearson Correlation	.138	.481**	1	.525**	.250**	.531**	.467**	.382**
	Sig. (2-tailed)	.091	<.001		<.001	.002	<.001	<.001	<.001
	N	151	151	151	151	151	148	151	151
19 to what extent do you believe duroflex provides quality products compared to others?	Pearson Correlation	.202*	.532**	.525**	1	.402**	.516**	.384**	.414**
	Sig. (2-tailed)	.013	<.001	<.001		<.001	<.001	<.001	<.001
	N	151	151	151	151	151	148	151	151
24 how would you rate the trustworthiness and reputation of duroflex as a sleep productt brand?	Pearson Correlation	.278**	.278**	.250**	.402**	1	.279**	.289**	.226**
	Sig. (2-tailed)	<.001	<.001	.002	<.001		<.001	<.001	.005
	N	151	151	151	151	151	148	151	151
27 how likely are you to visit duroflex showroom or retail stores to try out their products?	Pearson Correlation	.287**	.402**	.531**	.516**	.279**	1	.413**	.453**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	148	148	148	148	148	148	148	148
37 have you ever regretted making an impulsive purchase of a sleep product?	Pearson Correlation	.078	.335**	.467**	.384**	.289**	.413**	1	.491**
	Sig. (2-tailed)	.343	<.001	<.001	<.001	<.001	<.001		<.001
	N	151	151	151	151	151	148	151	151
39 would you stay that impulsive purchases related to sleep products have overall been a positive or negative experience for you?	Pearson Correlation	.004	.355**	.382**	.414**	.226**	.453**	.491**	1
	Sig. (2-tailed)	.964	<.001	<.001	<.001	.005	<.001	<.001	
	N	151	151	151	151	151	148	151	151

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Data Interpretation:

## Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi - Square	10.743 <sup>a</sup>	8	.217
Likelihood Ratio	11.650	8	.168
Linear-by-Linear Association	7.777	1	.005
N of Valid Cases	151		

a. Seven (46.7%) cells have anticipated counts that are fewer than five. The predicted count must be at least .88.

## Data Interpretation:

From the above table it is identified as asymptotic significance 2-sided value is 0.217 which is less than 0.05 so the hypothesis is accepted.

## FINDINGS

1. Television advertisements have the highest agreement rate among various advertising mediums.
2. Online advertisements face significant disagreement, especially from 9.3% who strongly disagree.
3. Social media platforms show a moderate level of agreement for advertising.
4. Word of mouth has a considerable agreement rate, suggesting its effectiveness.
5. A notable percentage (26.5%) of respondents are unaware of the products.
6. Product awareness varies, with 25.8% being well aware and 6% being very aware.
7. Duroflex products have varying levels of recognition across different media platforms.
8. Unawareness and lack of familiarity are evident for eco-friendly products.
9. Facebook is the most recognized platform for Duroflex products.
10. A significant portion (22.7%) is very unlikely to recommend Duroflex products.

11. Familiarity with Duroflex sleep products varies, with some respondents being very unfamiliar.
12. Innovative technology, positive customer reviews, & value for money are key aspects for competition.
13. Dissatisfaction levels are noteworthy, with 23.8% being neither satisfied nor dissatisfied.
14. Retail stores & online reviews are popular sources of information for Duroflex products.
15. A significant percentage (32.5%) are neutral about visiting Duroflex retail stores.
16. A substantial number (30.5%) rely on positive customer reviews and ratings for information.
17. Excellent value for money is highly appreciated by respondents (29.1%).
18. Brand reputation plays a significant role in the purchasing decision (26.5%).
19. A considerable portion (32.5%) is unsure about purchasing Duroflex products.
20. A majority of respondents (31.1%) are aware of the time spent on purchasing a Duroflex mattress.

**Suggestions:**

1. Strengthen online advertisement strategies to address the disagreement and improve perception.
2. Leverage the positive agreement rates for television advertisements and word of mouth.
3. Focus on increasing awareness of eco-friendly products through targeted campaigns.
4. Enhance the online presence and engagement on platforms like Facebook and Instagram.
5. Address the reasons behind dissatisfaction to improve overall customer experience.
6. Invest in improving brand reputation and trust to attract more customers.
7. Offer more information about product specifications and expert reviews for better research.
8. Increase efforts to educate consumers about the benefits of Duroflex products.
9. Encourage more customer reviews and ratings to build credibility and trust.
10. Explore ways to address the neutral stance towards visiting retail stores.
11. Provide clear product descriptions and specifications for thorough research.
12. Offer special promotions or discounts to incentivize impulsive purchases.
13. Tailor marketing messages to emphasize excellent value for money.
14. Create engaging content on social media platforms to improve awareness.
15. Develop targeted campaigns to address unawareness and unfamiliarity with eco-friendly products.

16. Consider introducing referral programs to boost word-of-mouth recommendations.
17. Establish a consistent and informative online presence to cater to the information-seeking audience.
18. Develop campaigns highlighting positive customer experiences and reviews.
19. Provide additional information on the website to address the unawareness about product updates.
20. Launch educational campaigns to inform customers about the time spent on purchasing decisions

## **Conclusion**

Based on the data presented in the table, several key insights can be drawn regarding consumer perceptions and preferences towards Duroflex sleep products. It is evident that there is a varied response to different marketing channels, with television advertisements garnering a relatively high agreement rate, while online advertisements and print media see differing levels of disagreement. Social media Facebook and Instagram, seem to be effective in conveying product information. Furthermore, the awareness levels about Duroflex products differ across categories, with a substantial portion being aware of the products, while a significant percentage remains unaware or neutral. The analysis also highlights varying degrees of familiarity with eco-friendly products, online presence, and recommendations for Duroflex products. Consumer satisfaction levels lean more towards satisfaction than dissatisfaction, with a notable proportion remaining neutral. Factors such as pricing, reputation, and value for currency play crucial roles in influencing purchasing decisions. Overall, the findings suggest a mix of positive and neutral perceptions towards Duroflex products, indicating opportunities for targeted marketing and improvements to enhance customer satisfaction and brand loyalty.

## **BIBLIOGRAPHY**

### **WEB LINKS**

<http://www.duroflexworld.com>  
[www.duroflex.com](http://www.duroflex.com)  
[www.advertisement.com](http://www.advertisement.com)