

"The Role of Advertising as a Catalyst in Boosting Sales and Market Penetration of Durable Goods: A case Study in Karnal District"

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Abstract

Advertising plays a crucial role in shaping consumer behavior and expanding market reach, especially in the context of durable goods. In today's competitive market, producers heavily invest in advertising as it serves as a powerful tool for promoting products, services, and ideas. This study aims to examine the impact of advertising on boosting sales and market penetration of durable goods in **Karnal district, Haryana**. The primary objective of this research is to analyze how advertisements influence consumer purchasing decisions and brand preferences. Primary data was collected, systematically coded, classified, and analyzed to draw meaningful conclusions. The study reveals that a significant number of respondents were influenced by advertisements when purchasing durable goods, with television being recognized as the most influential medium. The findings of this study are expected to provide useful insights for marketers to develop effective advertising strategies to enhance sales and market reach of durable goods in the region.

Keywords: Advertisement, Durable Goods, Consumer Behavior, Market Penetration, Sales Promotion, Marketing

Introduction

Understanding consumer behavior is a complex and dynamic process, as it involves analyzing how individuals make decisions regarding the purchase of goods and services. Consumers often face a wide range of choices, and their decision-making process is influenced by various factors such as social environment, cultural background, education, occupation, media exposure, and personal involvement. These factors collectively shape the consumers' purchasing preferences and overall buying behavior. In the context of durable goods, consumer behavior becomes even more intricate as the purchase involves high involvement and long-term usage.

In recent years, advertising has emerged as a powerful and influential tool in transforming consumer behavior and boosting sales, especially in rural and semi-urban areas. Continuous exposure to advertisements has significantly altered the lifestyle and purchasing patterns of consumers, making them more inclined towards branded and durable products. Advertising plays a crucial role in creating awareness, generating interest, and shaping consumers' perceptions about products and services, ultimately influencing their buying decisions.

Organizations, manufacturers, wholesalers, and retailers heavily invest in advertisements to promote their products and services, as it directly contributes to market expansion and increased sales. Advertising acts as a bridge between producers and consumers by conveying product-related information through various media channels such as television, social media, radio, print, and digital platforms. The effectiveness of advertising is ultimately measured by how well it satisfies consumer needs and influences their buying behavior.

This study aims to explore the impact of advertising as a catalyst in promoting durable goods and boosting market penetration in **Karnal district, Haryana**. It attempts to understand how advertisements shape consumer perceptions and drive purchase decisions, ultimately contributing to the growth of durable goods in the region. The research further highlights the significance of advertising in influencing consumer behavior, where the consumer invests time, money, and effort in making purchase decisions. The study will provide useful insights for marketers to design effective advertising strategies to enhance sales and market penetration of durable goods in the region.

Objectives of the Study

The core objective of this study is to evaluate the impact of advertising on consumer behavior with regard to the purchase of **durable goods**. The study specifically focuses on how advertisements influence consumer preferences and buying decisions. The key objectives are:

1. **To analyze consumer buying behavior towards durable goods** and understand the factors influencing their purchase decisions.
2. **To assess the impact of advertisements on brand preference and purchasing decisions**, and to examine the relationship between advertising strategies and consumer choice of durable goods.

Research Methodology

The present study is primarily based on **primary data** collected from a diverse sample size across different age groups and gender to evaluate the impact of advertising on the purchase of **durable goods**. The data was collected through a structured **open-ended questionnaire** designed to understand consumer behavior and their response to advertisements. A total of **100 respondents** were selected **randomly** from **Karnal district, Haryana**, including both **male and female** participants.

For the purpose of the study, **durable goods such as home appliances, electronic items, and furniture** were considered, as these products hold significant value and long-term usage in consumers' daily lives. The survey aimed to capture consumer preferences, the influence of advertisements on their buying decisions, and the impact of different media channels (such as television, social media, and print media) on their purchase behavior.

The collected data was then **classified, coded, and analyzed** to draw meaningful insights and conclusions. The sample was further segmented based on **age, gender, occupation, and income level** to identify distinct purchasing patterns influenced by advertisements. The study's findings are intended to provide valuable insights for marketers to enhance their advertising strategies and promote durable goods more effectively in the region.

Sample Size: 100 respondents

Data Collection Method: Open-ended questionnaire

Sampling Technique: Random Sampling

Study Area: Karnal district, Haryana

Product Category: Durable Goods (Home Appliances, Electronics, Furniture, etc.)

Table 1.1: Basic Distribution of Collected Sample Based on Age Group and Gender

Age Group (Years)	Male (M)	Female (F)	Total
14-25 years	31	30	61
26-35 years	11	14	25
Above 35 years	8	6	14

Total	50	50	100
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Table 1.2: Distribution of Sample Based on Educational Qualification

Education Level	Male (M)	Female (F)	Total
Under Graduate	14	24	38
Graduate	20	12	32
Post Graduate	16	14	30
Total	50	50	100

Table 1.3: Distribution of Sample Based on Occupation

Occupation	Male (M)	Female (F)	Total
Service	14	12	26
Business/Housewife	14	10	24
Student	22	28	50
Total	50	50	100

Analysis and Interpretation

The collected data was carefully edited, coded, classified, and tabulated to ensure accurate analysis and interpretation. The findings derived from the data were analyzed systematically to draw logical conclusions regarding the impact of advertisements on consumer preferences for **durable goods**. The purpose of this analysis was to understand the level of influence that advertisements have on consumers while making purchasing decisions for durable goods. The analysis also aims to identify which product categories are more preferred by consumers based on advertisement frequency.

I. Brand Preference Across Different Durable Goods Categories

Table 1.2: Category-wise Preference of Advertisement Frequency for Durable Goods

Category of Durable Goods Advertisement	Rank 1 (%)	Rank 2 (%)	Rank 3 (%)	Rank 4 (%)	Total (%)
Electronic Appliances (TV, Fridge, AC)	52%	21%	17%	10%	100%
Furniture (Bed, Sofa, Dining Set)	14%	28%	34%	24%	100%
Automobiles (Car, Bike, Scooter)	26%	36%	24%	14%	100%
Home Decor (Paint, Wall Art, Decor)	8%	15%	25%	52%	100%

Interpretation of Table 1.2

The table demonstrates the **category-wise consumer preference** for advertisements of **durable goods**. The analysis of preferences based on different product categories is as follows:

- Highest Preference (Rank 1):**
 - Electronic Appliances (TV, Fridge, AC, etc.)** received the highest preference with **52% of respondents** giving it **Rank 1**. This indicates that advertisements related to home appliances have the most influence on consumer purchase behavior.

- **Automobiles (Car, Bike, Scooter)** ranked second in **Rank 1 preference**, with **26% of respondents** being influenced by automobile advertisements. This signifies that brand advertisements related to personal transport gain substantial attention from consumers.
 - **Furniture advertisements** were preferred by **14% of respondents in Rank 1**, showing moderate consumer interest.
 - **Home Decor advertisements** like paint, wall art, and decoration items received the **least preference** with only **8% of respondents** considering them as their first choice. This could be due to lower perceived importance of home decor advertisements compared to functional products like electronics and automobiles.
2. **Second Preference (Rank 2):**
- **Automobile advertisements** took the lead in **Rank 2**, with **36% of respondents** giving it second preference. This shows that although consumers prioritize electronics first, they also highly regard automobile advertisements.
 - **Furniture advertisements** ranked second for **28% of respondents**, indicating growing interest in home furnishing products based on advertisement influence.
 - **Electronic appliances** were less preferred in **Rank 2 (21%)**, as most of them were already influenced in **Rank 1**.
 - **Home decor products** received only **15%** preference in Rank 2, indicating a low influence from advertisements.
3. **Third Preference (Rank 3):**
- **Furniture advertisements** ranked highest in **Rank 3**, with **34% of respondents** preferring it at this level. This suggests that consumers initially prioritize electronics and automobiles but later consider furniture advertisements.
 - **Home decor advertisements** ranked third for **25% of respondents**, showing a gradual influence of these advertisements over time.
 - **Automobiles (24%)** and **electronic appliances (17%)** showed relatively lower preference at this stage as consumers had already made up their minds in the earlier stages.
4. **Lowest Preference (Rank 4):**
- **Home decor advertisements** received the **highest percentage in Rank 4 (52%)**, indicating that consumers show the **least interest** in advertisements related to home decoration compared to other durable goods.
 - **Furniture advertisements** were ranked fourth by **24% of respondents**, as it holds less purchasing urgency for consumers.
 - **Electronic appliances** and **automobiles** had the least preference in **Rank 4**, showing that consumers prioritize these items significantly over other durable goods.

5. **Table 1.6: Most Effective Media Influencing Buying Behavior of Durable Goods**

Medium	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
TV	84	84.0	84.0	84.0
Journal	2	2.0	2.0	86.0
Radio	1	1.0	1.0	87.0
Newspaper	13	13.0	13.0	100.0
Total	100	100.0	100.0	100.0

Source: Compiled from data collected from respondents.

Table 1.7: Model Influencing Buying Decision for Durable Goods

Model Type	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Film Star	47	47.0	47.0	47.0
Sports Star	22	22.0	22.0	69.0
Babies	31	31.0	31.0	100.0
Total	100	100.0	100.0	100.0

Source: Compiled from data collected from respondents.

Relationship Between Advertisement and Buying Decision for Durable Goods

Advertisements play a critical role in shaping consumer preferences and influencing their **purchasing decisions**, especially in the context of **durable goods**. To evaluate the relationship between **advertisements and consumer buying behavior**, a survey was conducted with a structured questionnaire. Respondents were asked to share their opinions about how advertisements impact their decision-making process while purchasing **durable goods**.

Based on **Table 1.9**, different statements were analyzed to identify the factors that highly influence consumer buying behavior due to advertisements. The **Total Weighted Average (T.W.A)** was calculated to rank these factors according to their impact intensity. The **highest Total Weighted Average (T.W.A)** of **487 (32.46%)** was recorded for the statement *"I decide what I want to buy while looking around and an advertisement in a store"*. This implies that **point-of-sale (POS)** advertisements such as product displays, in-store promotions, and visual placements significantly drive **impulse buying** of durable goods.

Another significant observation was related to consumer behavior towards **product usefulness and affordability**. The statement *"I always buy goods that are useful to me and of reasonable price"* ranked **second** with a **T.W.A of 435 (29%)**, showing that consumers are inclined to make **value-for-money purchases**. This confirms that while advertisements trigger interest, the final purchase decision often depends on **utility and price suitability**.

Furthermore, the factor *"I am conscious about my economic condition when making buying decisions"* ranked **third** with a **T.W.A of 387 (25.8%)**. This highlights that despite being influenced by advertisements, **economic constraints** remain a key factor in consumer decision-making for durable goods.

In contrast, the statement *"I never make a list for shopping"* had the **lowest T.W.A of 278 (18.53%)**, indicating that most consumers prefer to pre-plan their purchases rather than making **impulse purchases** driven by advertisements. This also signifies that **advertisement alone does not completely determine the purchase decision** but rather works as a **catalyst** in encouraging the purchase.

Additionally, **celebrity endorsements** in advertisements have a **moderate impact** on buying behavior, with a **T.W.A of 295 (19.66%)**. This suggests that while consumers may admire a celebrity's association with a product, it does not necessarily guarantee a purchase decision unless the product offers tangible benefits.

Table 1.9: Relationship Between Advertisement and Buying Decision for Durable Goods

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Total (%)	T.W.A	Rank
I see an advertisement and I buy something new.	15	15	20	34	16	100	321	6
I never make a list for shopping.	17	32	16	26	9	100	278	8
"Financial mindfulness guides my buying decisions."	4	12	10	41	33	100	387	3
I always buy goods that are useful to me and of reasonable price.	2	2	6	39	51	100	435	2
I always take time to consider and weigh all aspects including price before making a purchase.	9	6	15	42	28	100	374	4
I decide what I want to buy while looking around and an advertisement in a store.	11	21	28	25	50	100	487	1
I feel pleasure when I make impulsive purchases after watching advertisements.	10	10	36	37	7	100	321	5
I buy things when I see some celebrity using them in an advertisement.	12	32	16	29	11	100	295	7
Total Weighted Average (T.W.A)							24.13	

Source: Compiled from data collected through respondents regarding their buying behavior for **durable goods** influenced by advertisements.

Key Findings and Interpretation

The results from **Table 1.9** indicate several crucial insights into consumer behavior towards durable goods:

- Point-of-sale (POS) advertisements**, such as **in-store displays, product arrangements, and promotional banners**, are the most effective method for influencing **purchase decisions** for durable goods. The **T.W.A of 487 (32.46%)** confirms that consumers are highly influenced when they physically see the product alongside an advertisement.
- Product usefulness and affordability** emerged as the **second-highest influencing factor**, with a **T.W.A of 435 (29%)**. Consumers tend to prioritize the **functionality and reasonable pricing** of the product despite being exposed to heavy advertisements.
- Economic consciousness** was another important factor, with a **T.W.A of 387 (25.8%)**, indicating that consumers carefully analyze their financial capability before making a purchase, even after being influenced by advertisements.
- On the **lower end of the spectrum**, the statement *"I never make a list for shopping"* had a **T.W.A of 278 (18.53%)**, suggesting that most consumers plan their purchases in advance and do not easily get influenced by spontaneous advertisements.
- Celebrity endorsements** ranked **seventh** with a **T.W.A of 295 (19.66%)**, demonstrating that while **celebrity influence** can attract consumer attention, it does not significantly drive the final purchase decision for durable goods.

Conclusion

Based on the findings from the study, the following **key conclusions** can be drawn regarding the **impact of advertisements on consumer buying behavior for durable goods**:

1. Product Category Preference:

The study reveals that among various categories of **durable goods**, **Home Appliances (Refrigerator, Washing Machine, Microwave)** were found to be the **most preferred** category influenced by advertisements. This was followed by **Electronic Gadgets (Smartphones, Laptops, Smart TVs)** and **Automobile Products (Cars, Two-Wheelers, etc.)**. The preference for **durable goods** is significantly driven by the **functionality, durability, and necessity** of the product.

2. Purchase Decision Based on Advertisement:

The analysis concludes that **in-store advertisements** and **product displays** play the **most influential role** in driving purchase decisions for **durable goods**. With a **T.W.A of 487 (32.46%)**, it was observed that consumers often make **purchase decisions while physically observing the product in the store** alongside the advertisement. This proves that **point-of-sale advertisements** (such as **product displays, promotional banners, and in-store demos**) effectively attract consumers' attention and influence **on-the-spot purchasing decisions**.

3. Role of Product Utility and Affordability:

The study also highlights that **product utility and affordability** significantly influence the **purchasing behavior for durable goods**. With a **T.W.A of 435 (29%)**, it was found that consumers prioritize **long-term value, durability, and price affordability** when making purchase decisions. Despite heavy advertising, if the product lacks **functional value or cost-effectiveness**, consumers are less likely to purchase it. This suggests that manufacturers should focus more on promoting the **durability, utility, and cost-effectiveness** of the product rather than relying solely on advertisements.

4. Influence of Economic Condition:

The results show that **economic condition** also plays a significant role in the purchase decision for **durable goods**. With a **T.W.A of 387 (25.8%)**, consumers tend to evaluate their **financial situation** before making high-value purchases, even when influenced by advertisements. This indicates that advertisements alone may **create awareness**, but the **final purchase decision** largely depends on the **financial stability** of the consumer.

5. Low Impact of Celebrity Endorsements:

The analysis clearly indicates that **celebrity endorsements** have **minimal impact** on purchase decisions for **durable goods**. With a **T.W.A of 295 (19.66%)**, the results show that consumers **prioritize product functionality and reliability** over **celebrity promotions**. This is because **durable goods** involve **long-term investments**, and consumers prefer making **rational decisions** based on **product quality, warranty, and service benefits** rather than following **celebrity influence**.

6. Limited Influence of Impulsive Buying Behavior:

Another important finding of the study was that **impulse buying behavior** driven by advertisements has **less impact** when purchasing **durable goods**. The statement *"I never make a list for shopping"* had the **lowest T.W.A of 278 (18.53%)**, indicating that consumers usually **pre-plan their purchases** when it comes to **high-value durable goods**.

This result signifies that advertisements alone cannot push consumers to make **spontaneous purchases** for **durable products**. Instead, they engage in **logical decision-making** based on **price, durability, and necessity**.

Overall Conclusion:

The findings of this study clearly indicate that **advertisements have a significant impact** on **consumer buying behavior for durable goods**, but the **influence varies depending on the product type, affordability, and visibility**. The analysis reveals that:

- **Point-of-sale (POS) advertisements** such as **in-store displays, product arrangements, and demonstrations** have the **most significant influence** on consumer buying decisions, especially for **home appliances, gadgets, and electronic products**.
- **Product affordability and utility** were identified as the **second-most influencing factors**, proving that consumers prioritize **product functionality, long-term value, and reasonable price** despite exposure to advertisements.
- **Economic condition** was also a critical factor in purchasing decisions, confirming that **high-value durable goods** require **careful financial consideration** before purchasing.
- **Celebrity endorsements and impulse buying behavior** were found to have **minimal impact** on consumer purchase decisions for **durable goods**, as consumers tend to make **logical and planned purchases** rather than being influenced by **celebrity promotions**.

Managerial Implications:

The results of this study imply that **manufacturers and marketers** should:

- Focus more on **in-store advertisements, product demonstrations, and promotional displays** to capture consumer attention.
- Highlight the **functionality, durability, and affordability** of the product rather than merely promoting through **celebrity endorsements**.
- Design their advertisements to emphasize **long-term value and cost-effectiveness**, as these factors drive purchase decisions for **durable goods**.
- Provide **easy financing options, discounts, and warranties** to attract price-conscious consumers who consider **economic stability** before purchasing durable products.

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