
A STUDY ON THE ASSOCIATION BETWEEN ADVERTISEMENT AND BRAND LOYALTY FOR HOME APPLIANCES IN MADURAI

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Abstract

When a market is having more varieties and substitutes for a product, then customers have the option to choose the best among alternatives. Majority of companies are trying to pull customers towards them and they use all possible method. Among them, advertising is the main tool used by almost all companies in India. This study is based on a survey of 256 customers in Madurai to study the association between advertisement and brand loyalty for home appliances in Madurai.

The results show that different age groups and sex of respondents are not influenced by advertising at the time of purchase of home appliances. Advertising serves as a key tool for creating product awareness and help potential users to take a final decision to purchase. Celebrity and promotional offer in the advertisement are the influencing factor to prefer a specific home appliance brand. Therefore, this paper aims to explore the "Association between advertisement and customer brand loyalty towards home appliance at Madurai.

Keywords: *Advertisement, brand loyalty, Home appliances, Madurai.*

Introduction

Advertising is a non-personal form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand.

The role of advertising in the economic system includes its role as a guide to prospective buyers for innovative products/services, for creating autonomous and derived demand among consumers, for facilitating them to make product differentiation and in the creation of higher propensity to consume such items besides providing financial support to the media. Indirect effects of advertising are visible from

its influence on the efficiency of production and distribution, lowering of prices, economic well-being, improvements in the product quality and finally in its contribution to the national income.

Brand Loyalty

A brand is a name given by a manufacturer to one (or a number) of its products or services. Brands are used to differentiate products from their competitors. Advertisement made the customers to recognize the brand and customers can built up favorable attitude towards the brand. Individual customer hesitates to go for unknown brands and they continued to purchase the same branded product. Without brands, consumer could not tell one product from another and advertising then would be nearly impossible. Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth support.

Brand loyalty is a condition where a consumer will be biased in the selection and purchase of a branded product. Though many brands of a product may be available, the consumer deliberately looks for a particular brand, finds it and finally purchases it. He will not be satisfied unless he is able to locate the brand and purchase it. The consumer ignores other brands of the same product available in the market. He will not accept alternatives. This is a condition that most companies are looking forward to achieve, and this condition is an indication that they have a band of regular buyers who will not settle for any other brand. Further, it is an indication that these loyal consumers will serve as a wall of protection withstanding the competitors' onslaught.

Literature Review

Kotler (1988) sees advertising as one of the four communications to target buyers and public noting, "It consists of non-personal forms of communication conducted through paid media under clear sponsorship". According to him, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing, "It seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer. Raj (1982) found that the loyal users of a brand increased their volume of purchase in response to increased advertising, while nonloyal users did not increase their purchases in spite of the increased advertising.

A loyal buyer usually needs a bigger discount to switch than a less loyal buyer (Baldinger & Rubinson, 1996) does. Clearly, it is important for brand owners to understand the variables that help to build brand loyalty.

Brand loyalty is a complex construct and it should not be assumed that behavioral loyalty involves feelings or positive cognitive processes as experience, brand attitude

may be one possible determinant of loyal behavior, but there are others such as distribution, market concentration and promotional activity supporting a brand.

There is a relationship between brand loyalty and various shopping pattern including store loyalty. Carman in his study found that there is a close correlation between store loyalty and brand loyalty. Rao analysed the importance of store loyalty while determining brand loyalty'. Many studies have been conducted for brand loyalty, examining the demographic, socio-economic and psycho-graphic characteristics of store loyal shoppers and it has been found that there are patterns of similar personality characteristics.

Venkateswaran et al (2017) measured the service quality, satisfaction and brand loyalty towards cellular service providers. Brand loyalty is widely varied in accordance with the service quality, Price, Product quality, Promotional quality and satisfaction. The study provides more useful and practical suggestions for researchers and managers to improve the service quality, creating and maintaining brand loyalty and achieving customer satisfaction. The outcome of this research shows relationships among several dimensions of service quality, price, product quality, promotional quality and customer satisfaction with brand loyalty.

Research Methodology

The primary objective of this study was to know the association between advertisement and brand loyalty for home appliances in Madurai. This study tries to figure out the influence of advertisement's influence on socio economic variables. The secondary objectives are to find out the influence of advertisement on purchase decision towards home appliances and consistency of using the same brand. Consistency shows the result of loyalty towards the brand. This study also focuses on the sources, which creates awareness and customers preferences of different brands of home appliances in Madurai.

The research design for this study is descriptive in nature. Data were collected based on convenience sampling. A sample of 256 respondents of various age groups were interviewed and asked to rate their preferred brand of home appliances for the survey using a structured questionnaire. Data collected during April 2017 to July 2017.

Data Analysis and Interpretation

Table 4.1 Socio Economic Conditions of the Respondents

Categories	Factors	Frequency	Percentage
Age of the respondents	Below 20 years	68	26.56
	20-30years	54	21.09
	30-40 years	61	23.83
	40- 50 years	50	19.53
	50 and above years	23	8.984

Sex	Male	118	46.09
	Female	138	53.91
Educational Qualification	SSLC	36	14.06
	Plus 2	83	32.42
	Graduate	40	15.63
	Post Graduate	46	17.97
	Diploma	19	7.422
	Others	22	8.594
Occupation	Self employed	44	17.19
	Government employed	60	23.44
	Professional employed	63	24.61
	SSI	66	25.78
	Business	49	19.14
	Others	24	9.375
Marital Status	Single	78	30.47
	Married	134	52.34
	Unmarried	94	36.72
Monthly Income	Less than 5000 rupees	38	14.84
	5000-10000	52	20.31
	10000-15000	80	31.25
	15000-20000	72	28.13
	20000-25000	40	15.63
	25000 and above	34	13.28

Source: Primary data

The above table shows the socio economic conditions of the respondents.

Table 4.2 Your Brand provides

Categories	Frequency	Percent
Recognition	45	17.58
Satisfaction	109	42.58
Value for money	85	33.2
Praise from friends	36	14.06
Social acceptability	23	8.984
Other	8	3.125
Total	256	100.0

Source: Primary data

From the above, 42.58% of the respondents said they expects from their brand is satisfaction. 33.2% and 14% of the respondents said they expects from their brand is Value for money and Praise from friends respectively. 8.9% and 17.58% of the

respondents said they expects from their brand is Social acceptability and Recognition respectively. 3.1%of the respondents said other attributes like warranty, Prestige etc., from their brand.

Table 4.3 Selection of a Brand

Categories	Frequency	Percent
Advertisement in the media	101	39.45
Brand name/image	67	26.17
Friends & relatives influence	43	16.8
Current trends	42	16.41
Availability	34	13.28
Sales offer	19	7.422
Total	256	100.0

Source: Primary data

From the above, 39.5 % of the respondents select a brand based on Advertisement in the media, 26.2 % of the respondents select a product based on brand name/image.16.8% of the respondents select a product based on Friends & relatives influence. 16.4% of the respondents select a product based on current trend and 13.3% of the respondents select a product based on Availability. 7.4% of the respondents select a brand based on sales offer.

Table 4.4 Come to Know About the Brand

Sources	Frequency	Percent
TV	104	40.63
Radio	28	10.94
Friends & relatives	48	18.75
Print	23	8.984
While shopping	27	10.55
internet	18	7.031
Others	8	3.125
Total	256	100.0

Source: Primary data

From the above, 40.63 % of the respondents come to know about a brand through TV media, 18.8 % of the respondents come to know about a brand through Friends & relatives. 10.5 % of the respondents come to know about a brand while shopping. 10.9 % of the respondents come to know about a brand through radio. 8.9% of the respondents come to know about a brand through Print media. 7 % of the respondents come to know about a brand through internet. 3.1% of the respondents come to know about a brand through others such as word of mouth, Point of Display etc.

Table 4.5 Advertisement Influence on Your Purchase Decision

Categories	Frequency	Percent
Yes	201	78.5
No	55	21.5
Total	256	100.0

Source: Primary data

Table 4.5 reveals that 78.5% of the respondents said their Purchase decisions are influenced by advertisement. 21.5% of the respondent said advertisement is not influencing them.

Table 4.6 Advertisement Influence on Customers

Factors	Advertisement creates awareness		Advertisement influences you to recognize their brand		Advertisement makes to recall the brand		Advertisement influences for repeat purchase	
	Freq	%	Freq	%	Freq	%	Freq	%
Mostly Disagree	16	6.25	22	8.594	24	9.375	20	7.813
Disagree	24	9.375	24	9.375	26	10.16	27	10.55
Neutral	44	17.19	55	21.48	53	20.7	57	22.27
Agree	100	39.06	56	21.88	86	33.59	113	44.14
Mostly agree	72	28.13	99	38.67	117	45.7	89	34.77
Total	256	100.0	256	100.0	256	100.0	256	100.0

Source: Primary data

Table 4.6 reveals that 67 percent of the respondent agreed that Advertisement creates awareness. 61 percent of the respondent agreed that Advertisement influences them to recognize their brand. 78 percent of the respondent agreed that Advertisement makes them to recall the brand and 78.8 percent of the respondent agreed that Advertisement influences them for repeat purchase.

Table 4.7 Consistently Using the Same home appliances

Category	Frequency	Percent
Yes	197	76.9
No	59	23.1
Total	256	100.0

Source: Primary data

Table 4.7 reveals that 76.9 percent of the respondents said they are consistently using the same home appliances. 23.1 percent of the respondents said they are in consistent of using the same home appliances.

Table 4.8 Factors Influences You to Go For Specific Brand

Factors	Frequency	Percent
Quality	65	25.39
Reasonable Price	42	16.41
Advertisement	49	19.14
Sales promotional offer	26	10.16
Availability	19	7.422
Design	7	2.734
Durability	38	14.84
others	10	3.906
Total	256	100.0

Source: Primary data

The above table 4.8 shows that 25.4 percent of the respondents said they are going for a specific brand for its quality. 19.14 percent of the respondents said they are going for a specific brand due to the advertisement. 16.4 percent of the respondents said they are Price conscious. 10.7 percent of the respondents said they are going for a particular brand from their previous experience. 10 percent of the respondents said they are going for particular home appliances due to sales promotional offer. Availability (7.4 percent), Durability (14.8 percent), and others (3.9 percent) are also factors considered by the respondents to go for a particular brand.

Table 4.9 Your Brand Is Not Available- What Will You Do?

Statements	Frequency	Percent
Go for other brand	55	21.48
Go to other shop and purchase my brand	136	53.13
Wait until to get my brand	65	25.39
Total	256	100.0

Source: Primary data

Table 4.9 reveals that 53.1 percent would move to some other shop for purchasing the same brand, while 25.4 would prefer to stay and wait for the brand at the same shop. 21.5 percent of the respondents said that they would shift to another brand.

Table 4.10 Advertisement Influence on Socio Economic Variables of the Respondents

Null Hypothesis: The socio economic variables have no association with Advertisement influence.

S.No	Demographic Variables	Chi square Value	Degrees of Freedom	Asymp. Sig	Null Hypothesis
1	Age	8.064	4	0.006	Accepted
2	Sex	0.779	1	0.005	Accepted

3	Education	17.371	5	0.096	Rejected
4	Occupation	9.093	5	0.387	Rejected
5	Monthly Income	7.248	5	0.003	Accepted
6	Marital Status	3.552	2	0.267	Rejected

Source: Primary data

It is evident from the table 10 that the hypothesis is accepted three cases rejected in three cases. It is concluded that age, sex and monthly family income are not significantly associated with the influence of advertisement. However, Education, Occupation and Marital status are significantly associated with the influence of advertisement.

Table 4.11 Consistently using the same home appliances* Advertisement Influences to go for repeated purchase

H₀ = there is no significant association between consistently using the same home appliances with the advertisement influence on repeated purchase.

H₁ = there is a significant association between consistently using the same home appliances with the advertisement influence on repeated purchase.

Advertisement influences you to go for repeat purchase	Consistently using the same home appliances brand		Total
	Yes	No	
Mostly Disagree	9	11	20
Disagree	29	18	27
Neutral	34	13	57
Agree	58	5	93
Mostly agree	67	12	59
Total	197	59	256

Source: Primary data

X^2 Calculated value: 16.517 df: 4 Asymp. Sig. (2-sided): 0.000

Table value at 5% significant level ($P < .05$): 9.488

X^2 Calculated value: 16.517 > Table value 9.488. Since H_0 – Rejected

Hence, there is a significant association between consistently using the same home appliances brands with the advertisement influence on repeated purchase.

Conclusion

The success of the businesses depends on their ability to create and sustain the customer loyalty. Brand loyalty of the customers provides strong shielded effects to the particular brand than its competitive brand. In this study, it was observed that how advertisement associated with brand loyal of the customer. Celebrities, offer, quality,

price of the home appliances are the factors to be taken care. Therefore, this study reveals how a customer approaches a product and how he made his decision towards the purchase of home appliances. Hence, information provided from this study will help those companies in the hair care market, in shaping their marketing strategies and serving their customers better.

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