

## ADVERTISING IMPACTS ON HOUSEHOLD APPLIANCES OF CONSUMERS IN MADURAI CITY

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### Introduction

The purchasing decision of consumers of household appliances are influenced by number of factors such as the efficiency of the product, price of the product, existence of after sales service, opportunity for easy replacement of parts, guarantee period, advertisement about the product, influence of friends, relatives, store personnel and family members. Among these, advertisement has the potential to influence our emotions in the short run and shape our values and beliefs in the long run.

'Advertising' from 'Wikipedia' downloaded from the internet defines 'advertisement' as "The promotion of goods, companies and ideas....." The primary purpose of advertising is to convey the audience information about the company and its products. On the basis of this information, Consumers form beliefs, likes and dislikes and these later influence purchase decisions.

### Objectives

A study has been carried out in and around Madurai city with the following objectives:

- To study the factors influencing the purchase decision of consumers of household appliances.
- To study the extent of impact on advertising.
- To study the factors influencing the impact of advertising.
- To give findings and suggestions about the impact of advertising on purchase decisions.

### Methodology and Sampling

This study is an empirical one based on survey method. A questionnaire was prepared and based on Convenience Sampling method, data were collected from one hundred consumers of different social and educational status. Opinion was asked about the purchase of five household appliances, viz., Mixie, Grinder, Refrigerator, Television and Washing Machine. Out of the 100 respondents 96 each owned Mixie and Grinder, 82 respondents owned Refrigerator, 99 owned Television and 48 respondents owned Washing Machine.

### **Factors influencing purchase decision**

The process of purchase decision passes through certain stages such as:

- Problem recognition
- Information research
- Evaluation of alternatives
- Decision making about purchase and
- Post purchase evaluation.

The opinion of the respondents in the form of five point scale, on the factors influencing the purchase decisions of consumers such as the efficiency of the product, price of the product, existence of after sales service, opportunity for easy replacement of parts, guarantee period, influence of friends, relatives, store personnel and family members, time saving, demonstration of the product, consultation with others, reputed brand name of the product, quality of the product and durability of the product were collected.

### **Measurement of Impact of Advertising**

To study the impact of advertising on purchasing decision of consumers of household appliances, Chi square test was applied. The dependent variable, viz., 'The impact of Advertising', has been measured through an Impact Scale having scores ranging from 5 to 1, for the five responses viz., Strongly Agree, Agree, No opinion, Disagree and Strongly Disagree. Seven components have been used for the measurement of the impact of Advertising. They are:

- Information about the product
- Persuasion to buy the product
- Explanation about the merits of the product
- Improving the product awareness
- Justification about why this product is better than the competing products
- Creation of interest to possess the product and
- Making to remember the brand name.

### **Influence of impact of variables**

The impact level of consumers is measured with the help of five point scale and the score was ascertained. Out of the total score of 245, if a consumer scores below 114, he is exposed to lower impact by the advertising. The scores between 114 and 131 indicate a medium impact and scores above 131 indicates a high impact. Out of 100 respondents selected for the study, 21 have low level of impact, 62 falls under the category of medium level of impact and 17 falls under the category of high level of impact.

### Information about the product

The quantum of information given in the advertisement will show the level of impact of advertising on purchasing decisions. If the advertisement gives more information about the product, then the level of impact will be high. The score relating of information content of advertisement for various products is presented in Table 1.

**Table 1 Score of Consumer Opinion about information content of advertisement**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	100	120	96	22	03
2	Grinder	96	85	120	105	22	03
3	Refrigerator	82	115	84	84	14	03
4	Television	99	120	132	99	12	01
5	Washing Machine	48	60	60	48	14	03

Source: Calculated value

### Persuasion to buy the product

Persuasion effect of the advertisement has a direct bearing as the impact on the purchase decisions of consumers. If the respondents accept that the advertisement persuaded them to buy the product, it is understood that the advertisement is having a high impact on the purchase decisions of consumers. The mean score relating to opinion of consumers about the persuasion effect of advertisement for various products is presented in Table 2.

**Table 2 Score of Consumer Opinion about persuasion effect of advertisement**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	65	64	120	48	03
2	Grinder	96	55	72	120	48	03
3	Refrigerator	82	75	68	78	42	03
4	Television	99	70	80	120	44	03
5	Washing Machine	48	60	40	48	14	03

Source: Calculated value

### Explanation about the merits of the product

Advertisement will explain the merits of the product so effectively that consumers will buy the product. If the respondent accepts the above fact, then there is a high level of impact of advertising on the purchase decisions of consumers. The mean score relating to the opinion of consumers about the quality of advertisement for various products is presented in Table 3.

**Table 3 Score of Consumer Opinion about quality of advertisement**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	95	108	84	40	02
2	Grinder	96	80	112	90	40	02
3	Refrigerator	82	105	92	60	34	01
4	Television	99	95	124	93	34	01
5	Washing Machine	48	85	32	15	34	01

Source: Calculated value

#### Improving the product awareness

Improving the product awareness of consumers is an important component influencing the level of impact of advertising. The mean score relating to the opinion of consumers to the statement, “Advertisement for ..... improve my product awareness,” is presented in Table 4.

**Table 4 Score of Consumer Opinion about Product awareness in advertisement**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	90	232	15	30	00
2	Grinder	96	90	223	18	30	00
3	Refrigerator	82	110	168	27	18	00
4	Television	99	120	228	27	18	00
5	Washing Machine	48	50	100	21	12	00

Source: Calculated value

#### Justification about why this product is better than the competing products

Advertisement contains information why this product is better than any other products. So if the justification is satisfactory, then the level of impact of advertisement on the purchase decisions of consumers will be high. The mean score relating to opinion of consumers to the statement, “Advertisement for ..... contained justification why this product is better than the competing products,” is presented in Table 5.

**Table 5 Score of Consumer Opinion about Justification for a product in advertisement**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	90	152	78	28	00
2	Grinder	96	75	152	87	28	00
3	Refrigerator	82	115	108	72	16	00
4	Television	99	110	180	72	16	00
5	Washing Machine	48	95	48	27	16	00

Source: Calculated value

### Creation of interest to possess the product

Advertisement tries to create an interest in the consumers to possess the product. If it succeeds in doing so, it denotes that advertisement is having more impact on the purchase decisions of consumers. The mean score relating to opinion of consumers to the statement, “Advertisement of ..... created an interest to possess the product,” is presented in Table 6.

**Table 6 Score of Consumer Opinion that advertisement created interest to buy**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	75	104	93	42	03
2	Grinder	96	75	88	105	42	03
3	Refrigerator	82	85	100	78	48	02
4	Television	99	80	120	105	32	02
5	Washing Machine	48	40	60	30	26	02

Source: Calculated value

### Making to remember the brand name

Advertisement tries to make people remember the brand name. if the respondents are of the opinion that the advertisement made them to remember the brand name, then there exists an impact of advertisement on the purchase decision of consumers. The mean score relating to the influence of advertisement for various products to remember the brand name is presented in Table 7.

**Table 7 Score of Consumer Opinion about influence of advertisement to remember the brand name**

S. No.	Products	No. of respondents	Strongly Agree	Agree	No opinion	Dis-agree	Strongly Disagree
1	Mixie	96	110	208	30	24	00
2	Grinder	96	110	200	33	24	01
3	Refrigerator	82	140	160	21	14	00
4	Television	99	140	228	30	08	00
5	Washing Machine	48	100	40	33	14	00

Source: Calculated value

### Factors influencing the impact of Advertising

In order to find whether the ascertained factors influence the impact of advertising or not, the chi-square test has been applied. The independent variables which influence the dependent variables are listed as under:

- Age of the respondents
- Gender of the respondents
- Educational qualification of the respondents

- Occupation of the respondents
- Marital status of the respondents
- Income level of the respondents
- Family size of the respondents and
- Employment of the spouse of the respondents.

### Age of the respondents

People of different age group are interested in seeing advertisement in television. Children are interested in advertisement for chocolates, ice creams, school bags, etc. Teen age people are interested in the advertisement for dress materials, soft drinks, foot wear, cosmetics, etc. Mothers having small babies are interested in advertisement for baby soap, baby shampoo, baby foods, etc. Housewives give more importance to advertisement relating to toilet soap, washing powder, oil, talcum powder, juices, food items, etc.

Thus the age group of the consumers has a direct relationship to the level of impact on advertising. Consumers are classified into two categories, viz., Upto 40 (49 respondents) and Above 40 (51 respondents). In order to find whether there is any relationship between age and the impact level, a two-way table has been framed. Table 8 shows the age of the consumers and the level of impact on advertising.

**Table 8 Age Group of Respondents and the Impact on Advertising**

Impact Value	Low	Medium	High	Total
Age				
Upto 40 years	9(18.37%)	28(57.14%)	12(24.49%)	49
Above 40 years	12(23.53%)	34(66.67%)	5(9.8%)	51
<b>Total</b>	<b>21</b>	<b>62</b>	<b>17</b>	<b>100</b>

Table 8 shows that the percentage of consumers having high level of impact is more in the case of consumers belonging to the age group of upto 40 years (24.49%) as compared to those respondents in the age group of above 40 years (9.8%). In order to see whether there is any relationship between age and the impact level, Chi-square test has been applied, the details of which is presented in Table 9. Yate's correction has also been made since there were single digit numbers in two cells.

**Table 9 Age Group of Respondents and Impact level of Chi-square Test**

Cell	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
R1Col.1	9	10.29	(-) 1.29	1.664	0.162
R1Col.2	28	30.38	(-) 2.38	5.664	0.186
R1Col.3	12	8.33	3.67	13.468	1.616
R2Col.1	12	10.71	1.29	1.664	0.515
R2Col.2	34	31.62	2.38	5.664	0.179
R2Col.3	5	8.67	(-) 3.67	13.468	1.553
<b>Total</b>	<b>100</b>	<b>100</b>			<b>3.851</b>

From Table 9, the test reveals that the relationship between the age-group and the impact level is not significant since the calculated value (3.851) is less than the table value at 5% level (5.991). Thus there is no relationship between the age of respondents and the impact of advertising.

#### Gender of the respondents

Advertisements persuade both men and women to buy household appliances. Men are interested in the advertisements for dress materials, foot wear, TV, VCR, etc., while women evince interest in the advertisements for sarees, cosmetics, perfumes, instant food, soft drinks, etc. Thus gender of the respondents has been identified as one of the important factors influencing the impact level.

Out of the total respondents 57 were male and 43 were female. In order to find whether there is any relationship between the gender of the respondents and the impact level, a two-way table has been framed. Table 10 shows the genderwise classification of respondents and the level of impact on advertising.

**Table 10 Gender of Respondents and the Impact on Advertising**

Impact Value	Low	Medium	High	Total
Gender				
Male	12(21.05%)	34(94.91%)	8(14.04%)	57
Female	9(20.93%)	25(58.14%)	9(20.93%)	43
<b>Total</b>	<b>21</b>	<b>62</b>	<b>17</b>	<b>100</b>

Table 10 shows that the percentage of respondents having high level of impact is more in the case of female respondents (20.93%) than the male respondents (14.04%).

The chi square test reveals that the relationship between the gender and the impact level is not significant since the calculated value (0.865) is less than the table value at 5% level (5.991). Thus there is no relationship between then gender of respondents and the impact of advertising.

#### Educational qualification of the respondents

Educational people see advertisement in TV, newspapers and magazines while some people show interest only in TV advertisements lest they are illiterate. Thus educational qualification is also one of the factors influencing the impact of advertising.

Out of the total respondents, 43 were having education upto Graduate level and 57 were above Graduate level. In order to find whether there is any relationship between educational qualification and the impact level, a two-way table has been framed. Table 2.4 shows the educational qualification of the consumers and the level of impact on advertising.

**Table 11 Educational Qualification of Respondents and the Impact on Advertising**

Impact Value	Low	Medium	High	Total
Educational Qualification				
Upto Graduate	7(16.25%)	27(62.79%)	9(20.09%)	43
Above Graduate	14(24.56%)	35(61.14%)	8(14.03%)	57
<b>Total</b>	21	62	17	100

Table 11 shows that the percentage of respondents having high level of impact is more in the case of respondents upto Graduate level (20.09%) than the respondents above Graduate level (14.03%).

The chi square test reveals that the relationship between the educational qualification and the impact level is not significant since the calculated value (1.513) is less than the table value at 5% level (5.991). Thus there is no relationship between the educational qualification of respondents and the impact of advertising.

#### Occupation of the respondents

The occupation of the respondents will influence the interest of people in different products. For example, people in the managerial category look for advertisement for colour TV, VCR, Refrigerator, Washing machines, car, and the like. People in the clerical category will look for advertisement for two wheelers, mixies, grinders, etc. Hence the occupational status of the respondents has been identified as a factor influencing the impact levels.

The respondents were classified into two categories, viz., those in employment (47) and professionals (53). In order to find whether there is any relationship between occupation of the respondents and the impact level, a two-way table has been framed. Table 12 shows the occupations of the consumers and the level of impact on advertising.

**Table 12 Occupation of Respondents and the Impact on Advertising**

Impact Value	Low	Medium	High	Total
Occupation				
Employment	13(27.65%)	29(61.70%)	5(10.63%)	47
Professionals	8(15.09%)	33(62.23%)	12(22.64%)	53
<b>Total</b>	21	62	17	100

Table 12 shows that the percentage of respondents having high level of impact is more in the case of professionals (22.64%) than the respondents above Graduate level (10.63%).

The chi square test reveals that the relationship between the occupation status and the impact level is not significant since the calculated value (3.986) is less than the table value at 5% level (5.991). Thus there is no relationship between the occupation of respondents and the impact of advertising.



### Marital status of the respondents

Depending upto the marital status of the consumers, the interest for a product is different. For example, married people are more interested in the advertisement for mixie, television, grinder, washing machine, etc., while the unmarried will be interested in the advertisements for fancy dress, foot wears, etc. Hence, the marital status of the respondents has been considered as one of the factors influencing the impact of advertising.

Out of 100 respondents 75 were married and 25 were unmarried. In order to find whether there is any relationship between the marital status of the respondents and the impact level, a two-way table has been framed. Table 13 shows the occupation of the consumers and the level of impact on advertising.

**Table 13 Marital Status of Respondents and the Impact on Advertising**

Impact Value Marital Status	Low	Medium	High	Total
Married	15(20%)	48(64%)	12(16%)	75
Unmarried	6(24%)	14(56%)	5(20%)	25
<b>Total</b>	<b>21</b>	<b>62</b>	<b>17</b>	<b>100</b>

Table 13 shows that the percentage of respondents having high level of impact is more in the case of unmarried (20%) than the respondents who were married (16%).

The chi square test reveals that the relationship between the marital status and the impact level is not significant since the calculated value (0.512) is less than the table value at 5% level (5.991). Thus there is no relationship between the marital status of respondents and the impact of advertising.

### Income level of the respondents

People of different income groups prefer advertisements of their need. Therefore income of the respondents was considered one of the factors influencing the impact of advertising.

Out of 100 respondents interviewed, 51 were having income uptoRs.1 lakh and 49 were having income above Rs.1 lakh. In order to find whether there is any relationship between the income level of the respondents and the impact level, a two-way table has been framed. Table 14 shows the income level of the consumers and the level of impact on advertising.

**Table 14 Income level of Respondents and the Impact on Advertising**

Impact Value Annual Income	Low	Medium	High	Total
UptoRs.1 lakh	10(19.60%)	29(56.86%)	12(23.53%)	51
Above Rs.1 lakh	11(22.45%)	33(67.35%)	5(10.20%)	49
<b>Total</b>	<b>21</b>	<b>62</b>	<b>17</b>	<b>100</b>

Table 14 shows that the percentage of respondents having high level of impact is more in the case of respondents whose annual income is uptoRs.1 lakh (23.53%) than the respondents whose annual income is above Rs.1 lakh (10.20%).

The chi square test reveals that the relationship between the income level and the impact level is not significant since the calculated value (3.153) is less than the table value at 5% level (5.991). Thus there is no relationship between the income level of respondents and the impact of advertising.

#### Family size of the respondents

Size of the family will affect their purchase decision. Hence size of the family has been identified as one of the factors influencing the impact level.

The respondents were classified as having upto 3 members in family (29) and Above 3 members in the family (71). In order to find whether there is any relationship between the family size of the respondents and the impact level, a two-way table has been framed. Table 15 shows the income level of the consumers and the level of impact on advertising.

**Table 15 Family size of Respondents and the Impact on Advertising**

Impact Value	Low	Medium	High	Total
Family Size				
Upto 3 members	7(24.14%)	14(48.27%)	8(27.58%)	29
Above 3 members	14(19.72%)	48(67.61%)	9(12.68%)	71
Total	21	62	17	100

Table 15 shows that the percentage of respondents having high level of impact is more in the case of respondents who have upto 3 members in the family (27.58%) than the respondents who have above 3 members in the family (12.68%).

The chi square test reveals that the relationship between the size of the family and the impact level is not significant since the calculated value (4.125) is less than the table value at 5% level (5.991). Thus there is no relationship between the family size of respondents and the impact of advertising.

#### Employment of the spouse of the respondents

In a family where both husband and wife are employed, they will be more interested in the advertisements for household appliances than in a family where only husband or wife is employed. So employment of the spouse is also one of the factors influencing the impact of advertising.

Out of the 100 respondents interviewed, in 33 families spouse were employed and in 67 families either husband or wife are employed. In order to find whether there is any relationship between the employment of spouse of the respondents and the impact level, a two-way table has been framed. Table 2.9 shows the Employment of spouse the consumers and the level of impact on advertising.

Table 16 Employment of Spouse of Respondents and the Impact on Advertising

Impact Value	Low	Medium	High	Total
Employment of Spouse				
Spouse Employed	7(21.21%)	19(57.57%)	7(21.21%)	33
Spouse not Employed	14(20.89%)	43(64.2%)	10(14.93%)	67
<b>Total</b>	<b>21</b>	<b>62</b>	<b>17</b>	<b>100</b>

Table 16 shows that the percentage of respondents having high level of impact is more in the case of respondents whose spouse were employed (21.21%) than the respondents whose spouse were not employed (14.93%).

The chi square test reveals that the relationship between the employment of spouse and the impact level is not significant since the calculated value (0.671) is less than the table value at 5% level (5.991). Thus there is no relationship between the employment of spouse in the family and the impact of advertising.

#### Conclusion

The following conclusions have been arrived.

1. The age of the respondents has no significant assets with the level of impact of advertising.
2. The gender of the respondents has no relationship the level of impact of advertising.
3. The educational qualification of the respondents influences on the level of impact of advertising.
4. The marital status of the respondents has no significant influence on the level of impact of advertising.
5. Income level of the respondents has no significant association with the level of impact of advertising.
6. Employment of spouse of the respondents significant influence on the level of impact of advertising.

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