

INFLUENCE OF ADVERTISEMENTS ON BRAND PREFERENCE WITH SPECIAL REFERENCE TO CONSUMER GOODS IN PATHANAMTHITTA (DT).

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1. INTRODUCTION

Marketers' survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, advertising plays a major role. Nearly everyone in the modern world influence to some degree by advertising. Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. The main goal of any business is to produce goods and services for sales and profit maximization. Business need to have enough sales in order to cover all the cost and to get sound profit. For generating sales business need to market their product in line with the marketing mix or the 4P's i.e., product, price, place and promotion. Promotion is one of the factors that influences sales and advertising comes under the promotional mix. It is believed that through good promotion business can generate greater sales by influencing consumers buying decision. In our day to day lives, we are constantly barraged by marketing and advertising in many forms. These advertisements embay a variety of schemes in order to capture our attention and hopefully spend our money on the products and services.

The word advertising is derived from the Latin word 'Advert ere' which means to turn. As per Marketing Association "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertising means making a thing known to the people commercially. Advertising is a very common means of getting customers to see your brand, message, and product. However we all know that advertising is intentionally deceptive in the sense that it tries to prey on the weakness as a human being. Advertising is subject to social norms and exercises and considerable influence on the taste, lifestyle and behavior of the members in a society. Social factors influence the effectiveness and performance of advertising.

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers goals is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group for communications this involves the study of consumers behavior: the mental and emotional processes and the

physical activities of people who purchase and use goods and services to satisfy particular needs and wants. The essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. For many organizations, sales estimate is the starting point in budgeting or profit planning. It is so because it must be determined, in most cases, before production units could be arrived at while production units will in turn affect material purchases. However, taking decision on sales is the most difficult tasks facing many business executives. This is because it is difficult to predict, estimate or determine with accuracy, potential customers' demands as they are uncontrollable factors external to an organization. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programs that can influence consumers' decision to purchase its products.

The objectives of all business are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon video television or stage that is not paid for by the sponsor. On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organization and or its products idea service etc. that is transmitted to target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously.

The type of research adapted in the study was descriptive research. Considering the nature and extent of the study and with the time constraint, a sample size of 50 respondents has been taken. Both primary and secondary data collection method was used. The data collected was analyzed and interpreted using simple percentage method.

2. IMPORTANCE OF THE STUDY

The study is limited to the influence of advertising on brand awareness and consumer preference in Tiruvalla, using selected consumers of fast moving consumer goods as a focus point.

This present study helps in exploring the impact of advertisement on customer behavior, It is understood that advertisement is not only use for awareness about the product and services it also play an important role in purchase intention, selection option and preference towards the products. Moreover the study will help whether

the direct or indirect advertising can improve the organization. It is a matter of fact that all the companies spend a lot of money on advertisements to establish the product in market as well as brand .It is also important for the companies to know whether their advertisements are effective or not.

3.RELEVANCE OF THE STUDY

The significance of the study titled “Influence of advertisement on brand preference with reference to consumer goods” is very much relevant. In our twenty first century the increased use of technology and new innovations in every fields have increased the rate and speed of competition. Now it is the time of survival of the fittest in order to stay and perform well in the market, new ideas and technological advancements should be implemented in the business and plans. It is significant to study about the role of advertisements in the changing preference of customers. All of us can be easily accessed in many ways because there are different medias.

The study will help firms understand the importance of advertising. It will also enable them structure their adverts and brands to make them more appealing in order to improve sales and lead to better performance. As this study gives a clear insight into how advertisement can influence consumer behaviour, many firms will be encouraged into using adverts to market their products. When firms start making more sales and profits as a result of advertising, the economy of India will be boosted, as more income from tax will be accrued to the government of India. The findings and recommendations of this study will go a long way in helping firms to adopt good advertising strategies, and appealing brand designs to help get more consumers for their products and services.

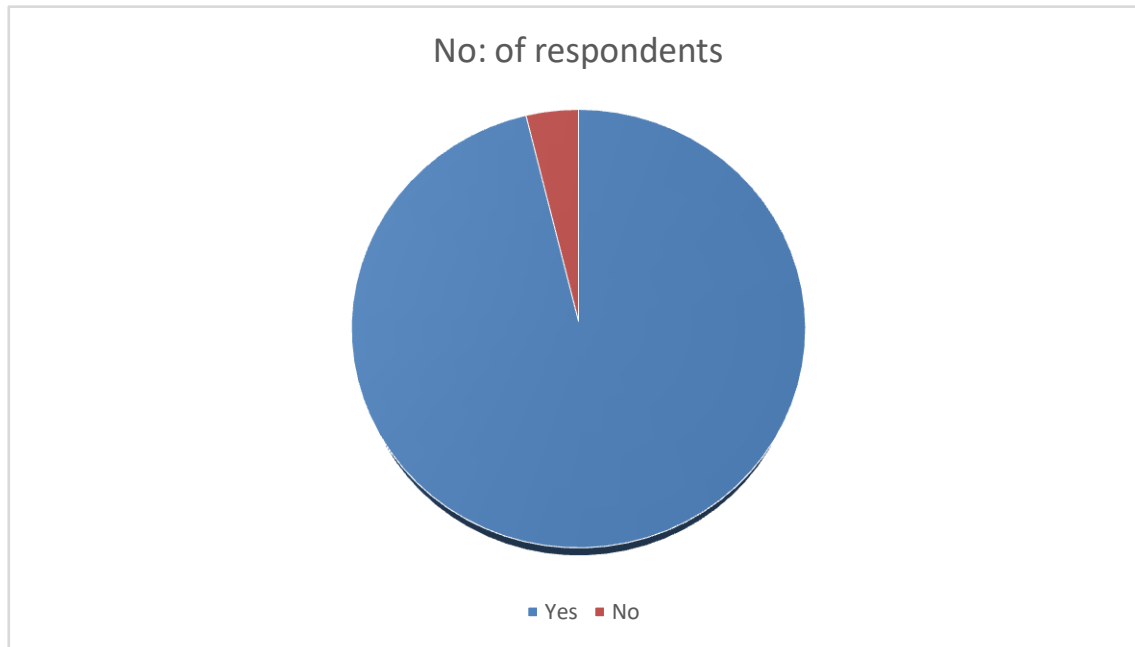
4. DATA ANALYSIS AND INTERPRETATION

ANALYSIS OF IMPACT OF ADVERTISEMENT

PARTICULARS	FREQUENCY	PERCENTAGE
YES	40	80
NO	10	20
TOTAL	50	100

Source: Primary data

In this table 50 respondents were considered to study 'The influence of Advertisement on Brand Preference to consumer goods.' Among these respondents 20 percent says that advertisement has no impact on their purchase. But about 80 percent are agreeing that advertisement has impact on



their purchases.

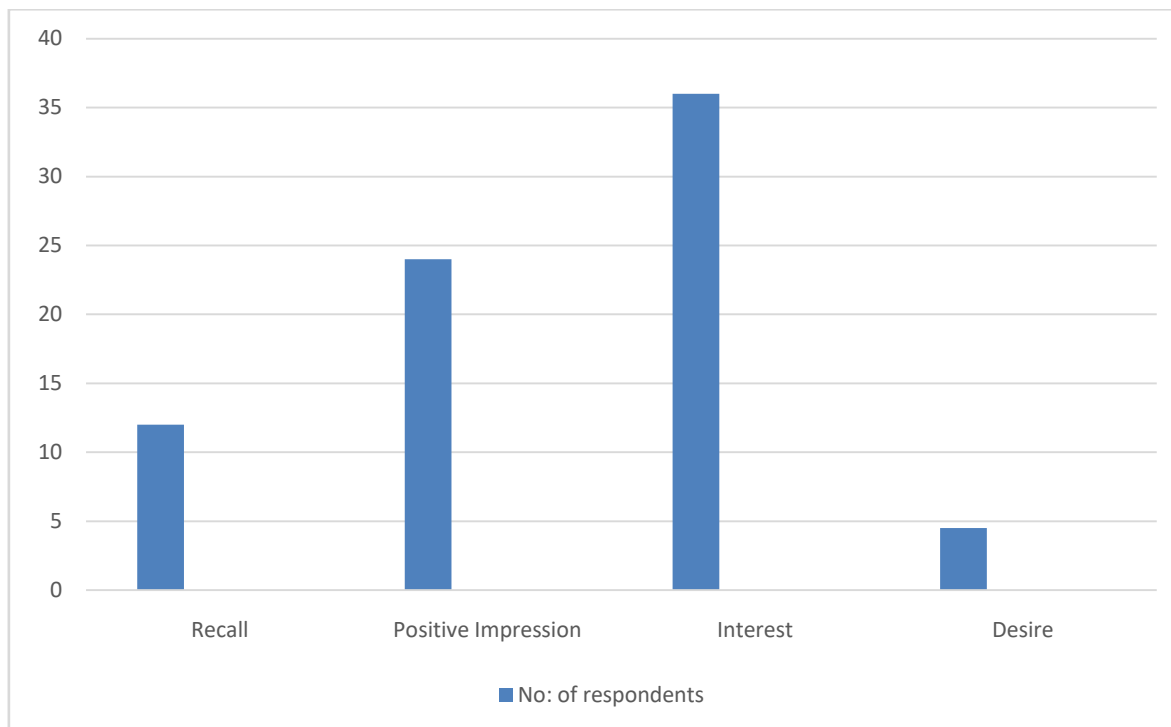
ANALYSIS OF INFLUENCE OF ADVERTISEMENTS

PARTICULARS	FREQUENCY	PERCENTAGE
Recall	6	12
Positive impression	12	24
Interest	18	36
Desire	14	28
Total	50	100

Source: Primary data

In this table 50 respondents were considered for the study of 'Influence of Advertisement on Brand Preference with reference to consumer goods'. Among these respondents 12 percent recall the advertisement, another 24 percent have impression, 36 percent have interest towards advertisement and the rest 28 percent have desire to

purchase product on basis of advertisement. Maximum number of respondents belongs to the interest towards the advertisement.

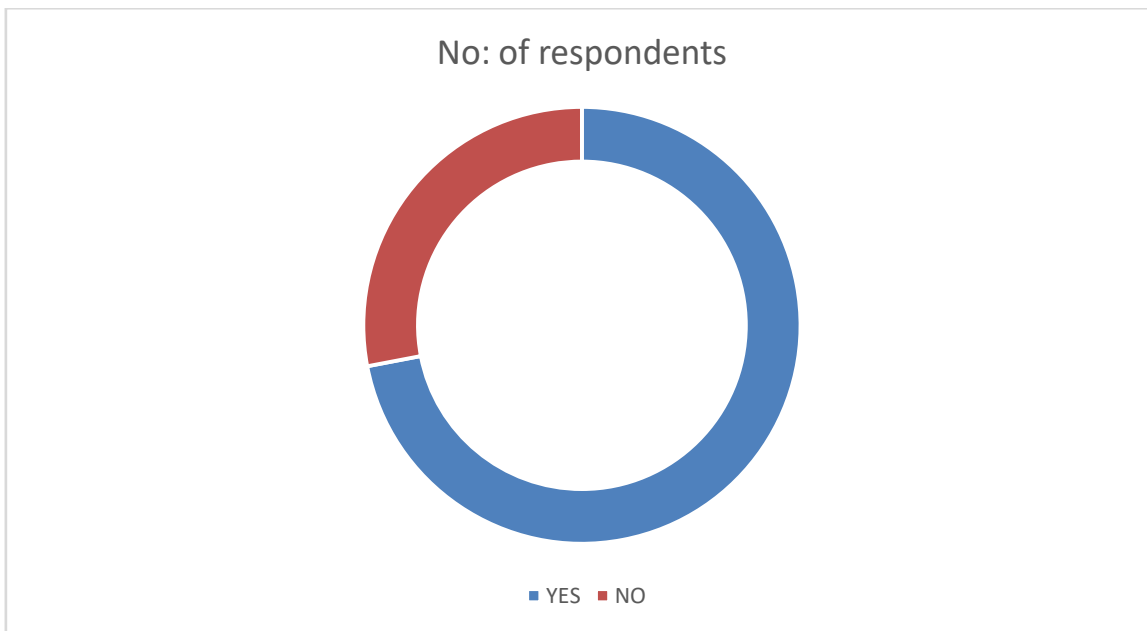


TO STUDY THE BRAND PREFERENCE ON CONSUMER DURABLE GOODS

PARTICULARS	FREQUENCY	PERCENTAGE
YES	36	72
NO	14	28
TOTAL	50	100

Source: Primary data

In this table, 50 respondents were considered for making the study of 'Influence of Advertisement on Brand Preference with reference to consumer goods. Among them 72 percent agrees that they have brand preference while purchasing consumer durable and 28 percent says that they have no brand preference while purchasing consumer durables.

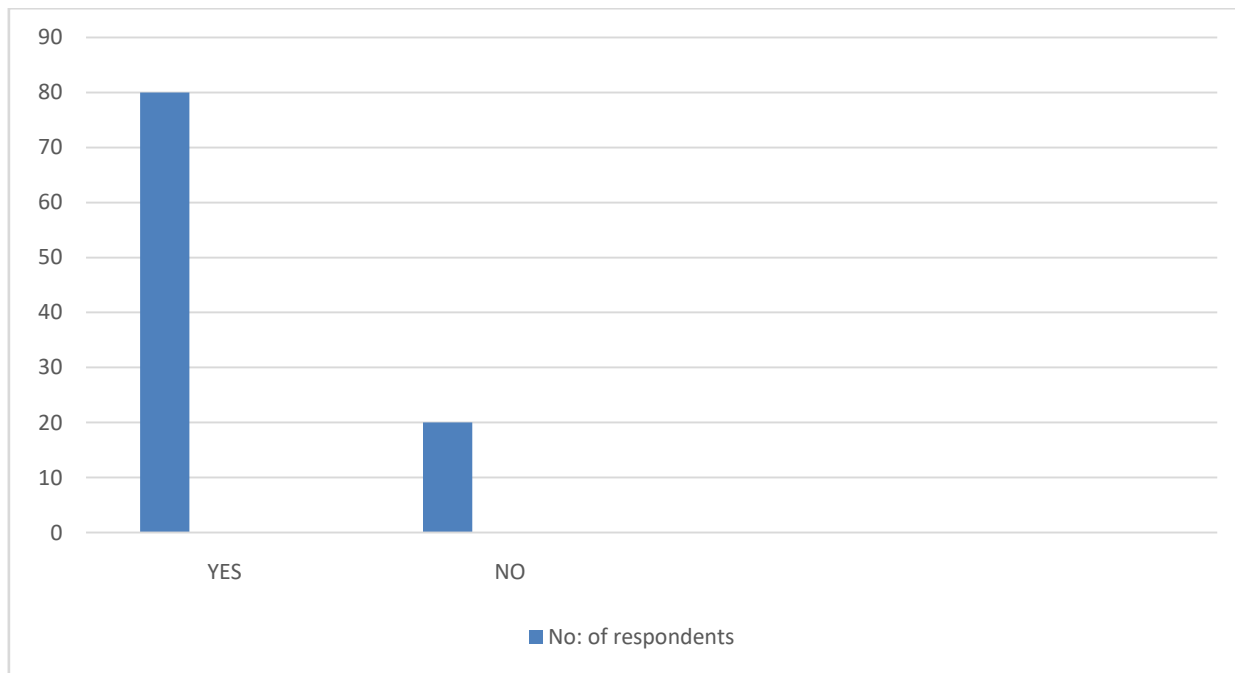


ANALYSIS OF IMPACT OF ADVERTISEMENT

PARTICULARS	FREQUENCY	PERCENTAGE
YES	40	80
NO	10	20
TOTAL	50	100

Source: Primary data

In this table, 50 respondents were considered for making the study of 'Influence of Advertisement on Brand Preference with reference to consumer goods. Among these respondents 20 percent says that advertisement has no impact on their purchase. But about 80 percent are agreeing that advertisement has impact on their purchase.

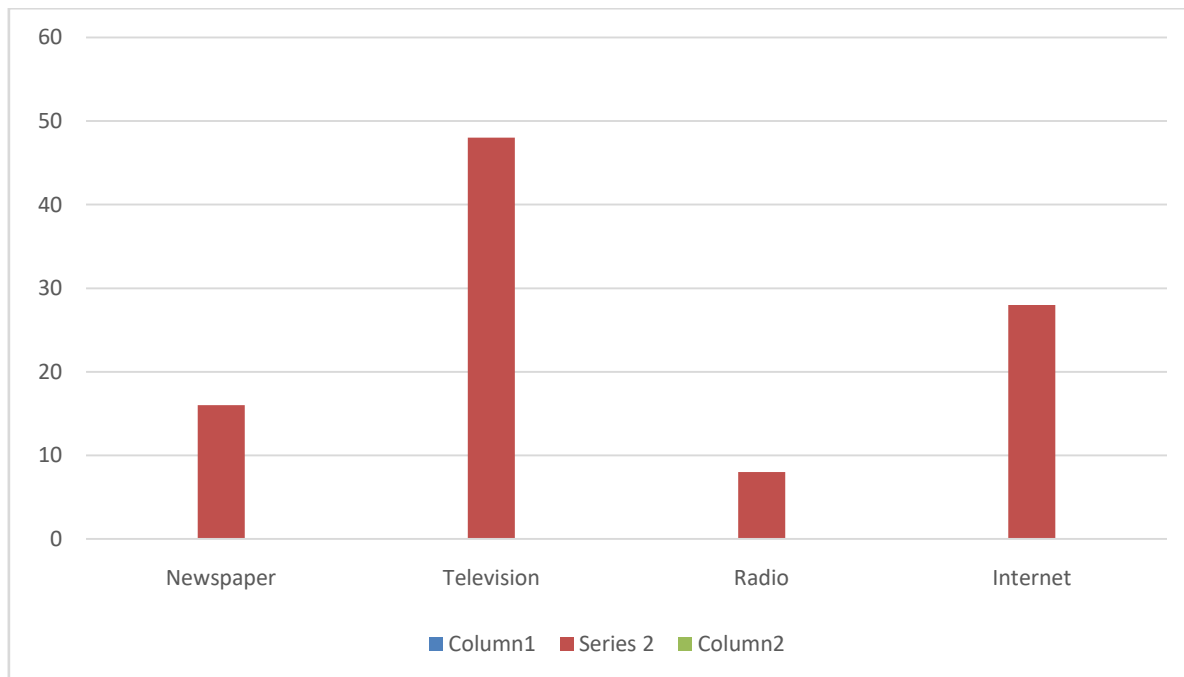


TO ANALYSE WHICH MEDIA IS MORE EFFECTIVE

PARTICULARS	FREQUENCY	PERCENTAGE
Newspaper	8	16
Television	24	48
Radio	4	8
Internet	14	28
Total	50	100

Source: Primary data

In this table, 50 respondents were considered for making the study of 'Influence of Advertisement on Brand Preference with reference to consumer goods'. Among these 16 percent agrees that newspaper is more effective. Where 48 percent agrees that television is more effective than newspaper. Only 8 percent agrees that radio is more effective and 28 percent says that internet is more effective. More respondents agrees that television is more effective.

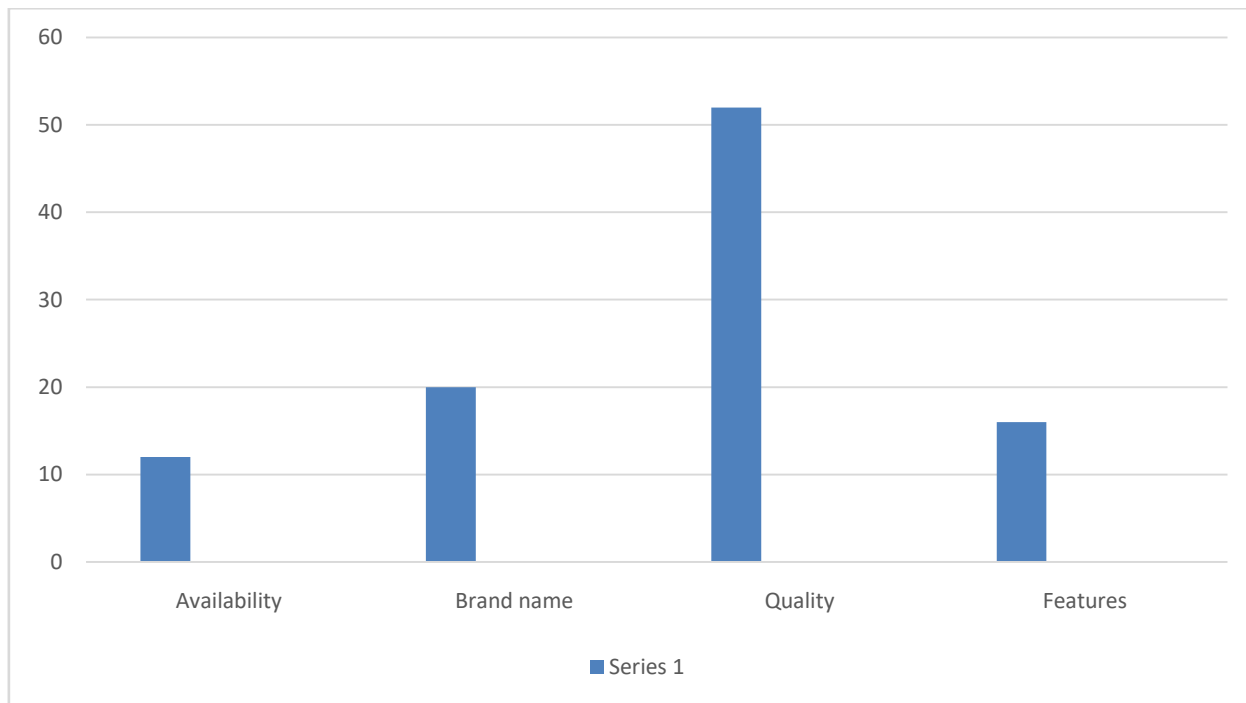


TO ANALYSE FACTORS INFLUENCING TO PREFER A PARTICULAR BRAND

PARTICULARS	FREQUENCY	PERCENTAGE
Availability	6	12
Brand name	10	20
Quality	26	52
Features	8	16
Total	50	100

Source: Primary data

In this among 50 respondents, 12 percent says that the availability of the product make them prefer a particular brand where 20 percent agrees that the brand name attracts them to make them to prefer a brand. From the diagram we can understand that the quality of the product attracts more people and 16 respondents say that the features of the product make them to prefer a particular brand.

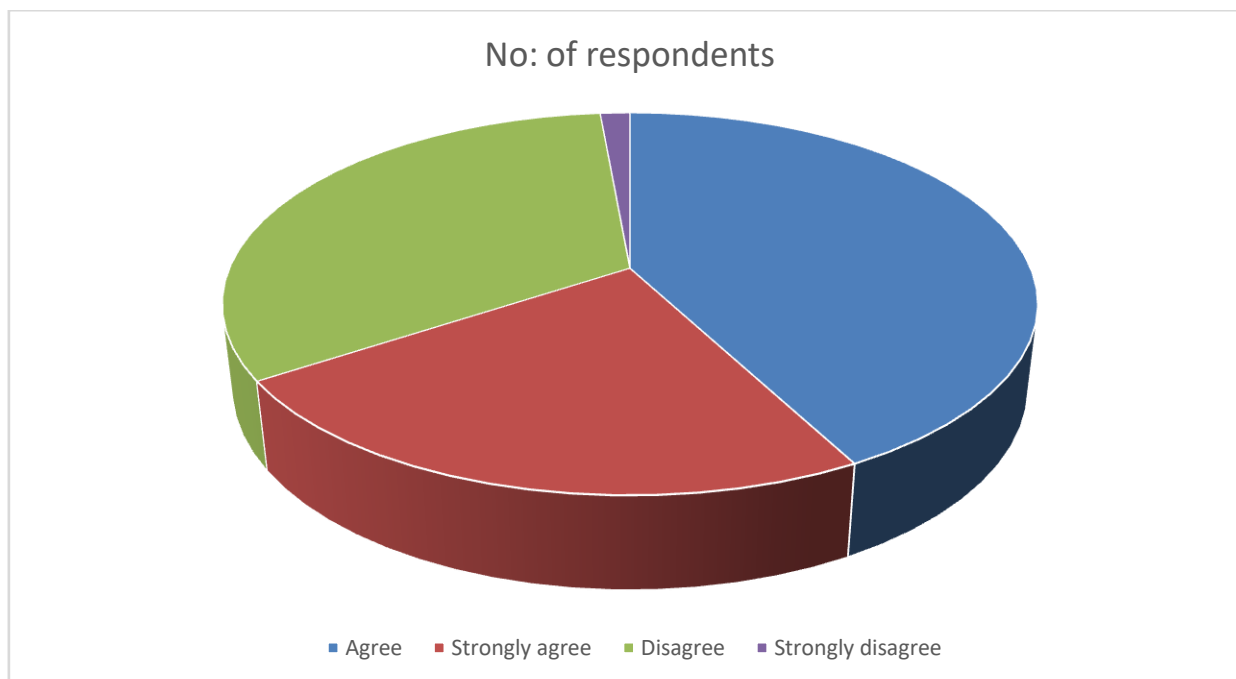


ANALYSIS ON ADVERTISEMENT PROVIDING FALSE INFORMATION

PARTICULARS	FREQUENCY	PERCENTAGE
Agree	18	36
Strongly Agree	10	20
Disagree	14	28
Strongly Disagree	8	16
Total	50	100

Source: Primary data

This table shows that among 36 percent of respondents agrees that advertisement provides false information, 20 percent strongly agree, 28 percent disagree with that and 16 per strongly disagree that advertisement provides false information. Maximum number of respondents agrees that advertisement provides false information.



5. RECOMMENDATIONS

- New attractive ways should be implemented to attract consumers.
- Correct and accurate information should be provided in advertisements.
- Advertisements should be done in media which reach all consumers.
- New product should be well advertised.
- Advertisement should provide the features of the products.

6. CONCLUSION

Advertisements do influence consumer behavior and overwhelming manner in terms of their purchase behavior and other tendencies from their part to get hold of a product. But in the overall analysis, the determination for purchasing an item is made on the basis of the income level of the consumers. If they have extra income they tend to make purchase of products as per whim's and fantasies. So it can be concluded that purchase of an advertised product depends up on the variables such as the income of consumers and their ability to purchase than mere desire to buy a product being advertised.

The above mentioned findings and suggestions make a conclusion that advertisement is one of the most important process in marketing a product. Consumers are keen observers of advertisements and they have great

impact on their purchase due to advertisement. Customers are ready to try new brands on the basis of advertisement. When new products released in the market they should be well-advertised to familiarize the product between customers. Though advertisements are done through different types of media, more effective medias like television, newspaper and internet. Customers are always looking forward to new modes of advertisements.

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