

The Effect of Advertisement and Age of Housewives and Working Women on Consumer Buying Behaviors for purchase of Household Appliances

Anamika Singh ¹

ABSTRACT

The main objective of the present research paper is to study the effect of the advertisements and age of housewives and working women (office) on consumer buying behaviour for purchase of household appliances. 50 each housewives and working women (office) were selected randomly. They were divided into three age groups - >35, 35-50, <50. Questionnaire to study impact of advertisement prepared by the researcher was administered on them. ANOVA was used for statistical analysis. The result shows that there is no impact of age of respondent and advertisements on consumer behaviour to purchase household appliances of housewives and working women (office).

Keyword: Advertisement, Consumer behaviour, Housewives and working women.

Introduction:—

Advertisement displays information regarding the new products and their qualities to the consumer in such a way that consumers get interested to purchase those products. The information also mentions details of availability of the product such as — from where, how and what time consumer can purchase the products? Along with this, information related to its packing, value and new qualities are also given. In advertisements information about culture and fashion, relating to increase in sale, packing details, diversity in different products also affect the purchasing behaviour of the consumers.

Age of consumers directly or indirectly affects their purchasing behaviours. Today youth of rural and urban areas also get affected by the T.V. advertisements, news, papers, and

1. *Research Scholar, Govt M.H. Collage of Home Science and Science for Women Autonomous, Jabalpur (M.P.)

magazines, hoardings and electronic media- like internet etc. They are affected by it because they spend their much time of the day with these media. On the other hand when we are discussing about the housewives and working women, it is observed that women read newspapers, magazines and watch T.V. daily and they get influenced by the advertisements given in them. The working women get information from their work place, from friends and relatives by which their knowledge get enhanced about different products. When they go for shopping for any product they give more importance to the product of which they already have information and by comparing other products with the knowledge they have, they do their right selection of product. This saves time and energy of purchasing the product they have come to purchase. As such, the advertisements play an important role in providing information to the consumers. It is upto the women either housewives or the working women to decide about the purchase of their need on the basis of the available information and their prior knowledge about the product, of their need. Kotwal, Nidhi, Gupta Neelima and Devi Arjeet (2008), Patel Grishma and Jain Rajendra (2014), Bishnoi Vinod Kumar and Sharma Ruchi (2009), observed that the age of the consumer affects the consumer behaviour because of the information provided by the advertisements. The conclusions of the research will be of help to the purchases to select a proper product by utilizing the information provided in the advertisements.

Objective:—

To study the effect of advertisement and age of housewives and working women on consumer buying behaviour for purchase of household appliances.

Hypothesis:—

There is no significant effect of advertisement and age of housewives and working women on consumer buying behaviour for purchase of household appliances.

Sample:—

The sample of the study is shown in the following table-

Nature of work	N
Working women	50
Housewives	50
Total	100

Note- The housewives have been selected on the basis of the jobs of their husbands which was the same as that of working women.

Tools:—

Consumers Behaviour Scale – Prepared by the researcher.

Method:—

The women selected in the sample were administered the scale individually. Scoring was done and data was analysed.

Analysis and discussion of results:—

The comparative results of housewives and working women on different factors of advertisement are presented in the table given below in relation to the age of respondents-

Table No. 1

Comparative results of housewives and working women of different ages for the impact of advertisement on their purchasing behaviour

Age	Nature of work	N	Factors of advertisement				
			Geners information	Increas e in knowle- dge	Attracti- ve product- presenta- tion	Test of quality	Misc.
<35	Housewives	20	13.20	18.20	9.45	14.45	21.80

	Working women	25	14.04	19.28	8.64	14.60	22.00
35-50	Housewives	23	12.95	19.21	7.91	12.78	21.73
	Working women	18	14.27	17.33	9.11	13.38	21.16
>50	Housewives	7	14.14	21.42	9.42	14.85	23.85
	Working women	7	13.71	17.00	7.71	14.00	22.00
'F' Ratio			0.75	1.24	1.41	0.30	0.53
'P' Value			>0.05	>0.05	>0.05	>0.05	>0.05

Degree of Freedom

Significant at 0.05 level – 2.30

Significant at 0.01 level – 3.20

The results presented in the above table show that there is no significant impact of age and different factors of advertisement on purchase of household appliances by housewives and working women (office). The obtained values of 'F' Ratio are less than the minimum value for significance at 0.05 level. This shows that housewives and working women of different age group are not influenced in their purchase of household appliances in relation to different factors of advertisements. Both are equally aware and have knowledge about what is relevant and important for them considering the need of the whole family. The household appliances facilitate the domestic working in relation to saving time and energy which may be utilized in other works. It is significant to mention that the profession of husbands of the housewives is same as the profession on working women. This may be seen in the light of the fact that the home environment of the two types of the women is practically the same which may be presented as controlled condition.

The results do not show the impact of advertisement and age of respondent on consumer behaviour which is contrary to the findings of Kotwal, Nidhi, Gupta Neelima and Devi Arjeet (2008), Patel Grishma and Jain Dr. Rajendra (2014), Bishnoi Vinod Kumar and Sharma Ruchi (2009), who observed that the age of the consumers affects their consumer

behaviour the advertisements. They have found that the consumer behaviour is affected by age of respondents and advertisements. The researcher has tried to study consumer behaviour in relation to different factors of advertisement and age but found that different factors are equally helpful to both-housewives and working women (office). Thus, it can be said that the age of respondents and the constituent factors of advertisements do not affect the consumer behaviour of housewives and working women i.e. working status and age and advertisements do not affect consumer behaviour.

Conclusion:—

There is no impact of age of respondent and advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).

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