



A STUDY ON FACTORS INFLUENCING VISUAL MEDIA ADVERTISEMENTS ON WOMEN CONSUMERS PSYCHOLOGY IN CHENNAI CITY

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ABSTRACT

This research paper presents the women consumers psychology on advertising ,It is regarded more as an investment than expenditure in the developing nations too. The advertiser, the agency, the media and the consumers view advertising according to their desires, expectation and opportunities.

The goals of advertising have been changed, modified, adjusted and re-defined over the years in India. Hence this study throws light on factors like Convenience, Price, Customer Satisfaction, Product Feature, Inducement. In this study, respondents being women, it is found that women consumers attitude towards visual media advertisements and women consumers Psychology are directly related with each other. Advertising value is closely related with women consumers' attitude towards visual media advertisements.

Keywords-Consumer Buying Behaviour, Advertisement, Entertainment, Factors, Advertisement Spending.

I. INTRODUCTION:

Visual media advertisement is a paid form of non- personal communication that is transmitted through mass visual media such as television, newspapers, magazines, direct mail, vehicles and outdoor displays. It had some hidden power to create attraction among consumers towards a particular product and made some intention in the mind of consumers to buy a particular product.

FEATURES OF VISUAL MEDIA ADVERTISEMENT:

- ✓ It is a mass non-personal communication.
- ✓ It persuades the buyers to buy the goods advertised.
- ✓ It benefits the buyers.
- ✓ It is a paid form of publicity.

KINDS OF VISUAL MEDIA ADVERTISING:

Advertisement media is the carrier or vehicle of advertising message. It is the means or ways or channels to convey the information and features of the particular product to the public. Almost visual medium can be used for advertising, including wall paintings, billboards, , printed brochures and cards, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popup, bus stop benches, human billboards and forehead advertising, magazines, newspapers, sides of buses, banners, ,stickers on apples in supermarkets, posters, and the backs of event tickets and supermarket receipts etc. Some of the widely used visual media advertisements were discussed under.

INDOOR VISUAL MEDIA ADVERTISING:

- Press advertising or press media
- Newspapers:
- Magazines:
- Television advertising
- Internet
- Film or cinema
- Short films
- Slides

II. LITERATURE REVIEW:

- **Swati Bisht, “Impact Of Tv Advertisement On Youth Purchase Decision”, International Journal Of Research In Management & Technology Volume II, (2013):** Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision.. The focus of this paper is to understand if TV Advertisements have an impact of youth purchase decisions. Therefore, it is concluded that consumers purchase products by emotional response, rather that environmental response. TV advertising impact on buying behavior of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer.
- **Sari Suzan Hamed Abu Adab, “Assessing The Influence Of Fashion Clothing Advertising On Women’s Consumer Behaviour In Finland; A Case Study Of H&M ”, University Of Wolverhampton Business School , Student Id: 1123723 (2012):** This study will provide a framework for analysing the current advertising and marketing patterns in women’s consumer behaviour in Finland. Swedish clothing retailer Hennes & Mauritz (H&M) was chosen as a case study since it is considered to be well-known in Finland; in 2010 average sales were astonishingly around 243million euros (H&M 2012). As this research is considered to be a broad topic, this study will focus on women in Finland aged 16-35 and above. This study will use various research methods such as case study, interview and a survey to analyse the dissertation topic. This study shows that factors such as trends, style, price and advertising influence Finnish women’s consumer behaviour. The findings from the interview with H&M representative were that advertising creates a want for products. Women have recognised that advertising channels such as TV, magazines and outdoor advertising are good ways to promote new or existing products and also catch the attention of the consumer. Respondents do see value as well on online advertising.

III. SCOPE OF THE STUDY:

- The scope of the study is to find out the impact of visual media advertisement on consumer behaviour and attitudinal preference of women.
- To analyse the factors influencing buying behaviour.
- The data have been collected from the women consumers in Chennai.

IV. OBJECTIVES OF THE STUDY:

The objectives of this study include

- To study about attitudes of women consumers in Chennai city towards visual media advertisements
- To identify the factors influencing visual media advertisements on consumer buying behaviour of women in Chennai city.
- To study about women consumer preferences in Chennai city.
- To find out the most preferred visual media advertisement for buying the products.
- To offer suggestion based on the opinion given by the consumers.

V. LIMITATIONS OF THE STUDY:

- The study is confined for a specific period..
- The data collected is primary and hence there may be personal bias.
- The time availability for this study is limited.
- The study is restricted to the women consumers in and around of Chennai city only.

VI. RESEARCH METHODOLOGY:

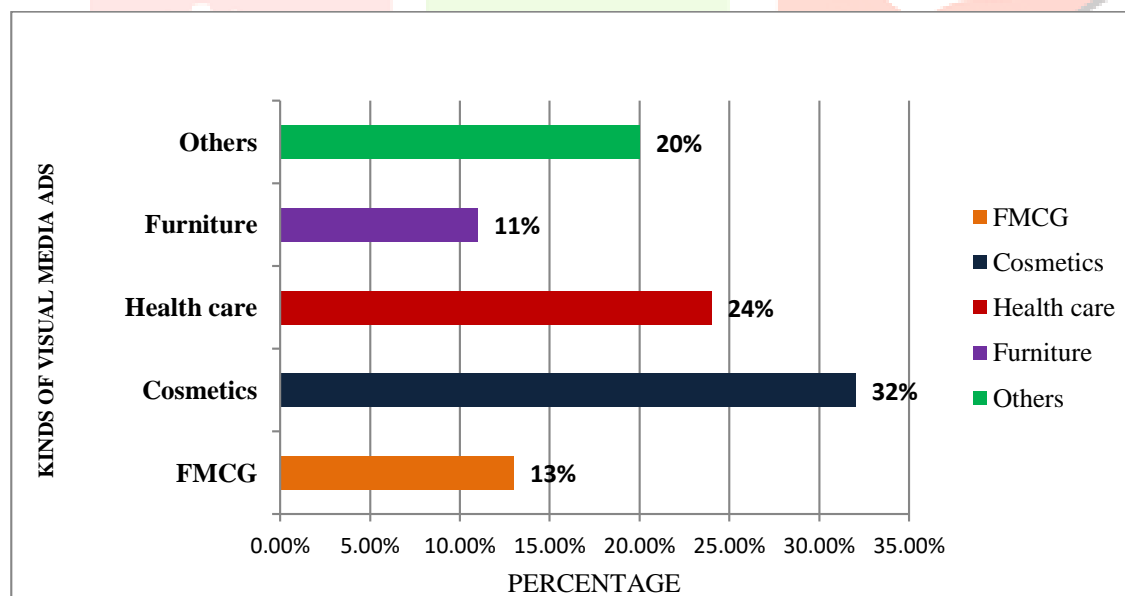
The research is the basic framework or a plan for the study that guides collection of data and analysis of data. This is fact finding study. The information are collected from the individuals and analysed with the help of different statistical tools to find impact of visual media advertisement.

Research Design: Descriptive research design has been applied in the study.

Sample Design: Convenient sampling method was adopted in the study.

Chart showing the most preferred kinds of visual media ad

Chart 6.1



Interpretation: The above table and chart shows that 32% of respondents preferred cosmetics related ads, 24% are preferred healthcare related ads, 20% are preferred others category, 13% are preferred ads related to FMCG ads, and 11 % are preferred furniture related ads.

KMO AND BARLETT'S Test for Factors Influencing Visual Media Advertisement on Women**Consumer Buying Behaviour:****Table showing KMO AND Bartlett's test****KMO and Bartlett's Test**

| | |
|--|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .725 |
| Bartlett's Test of Approx. Chi-Square Sphericity | 418.697 |
| Df | 120 |
| Sig. | .000 |

INTERPRETATION: From the above table, it is clear that the value of KMO i.e., 0.725 is higher than the minimum value prescribed by Kaiser. This proves sample adequacy. Hence, the KMO supports factor analysis.

By seeing the value of Bartlett's test, it is less than the value stated (i.e.) 0.05. Hence, from this perspective also the factor analysis is feasible.

Table showing the visual media ad variables in respective factors

| FACTORS | VARIABLES | FACTOR LOADINGS |
|--|--|-----------------|
| Factor 1 (Convenience) | Visual media ads help to find out the different brands available in the market. | 0.644 |
| | It makes purchase of the product easier. | 0.768 |
| | It eliminates the middleman and lowers the prices of the product. | 0.602 |
| | Quality of the product is as good as expected from ad. | 0.448 |
| Factor 2 (Price) | Visual media ads help to know the prices of the various products. | 0.593 |
| | Prices displayed in the visual media ad determine the consumers purchase decision. | 0.705 |
| | As the prices are already advertised, the consumers cannot be over charged | 0.751 |
| | Visual media ads help to know the discount and offers available. | 0.460 |
| Factor 3 (Customer Satisfaction) | I will strongly recommend this product to others due to its good quality. | 0.698 |
| | Visual media is an attractive tool of persuasion of buying a product. | 0.500 |
| | I feel good when I watch the ads of the product that I already used. | 0.681 |

| | | |
|--------------------------------------|--|-------|
| | I feel visual media ads are convincing message. | 0.641 |
| Factor 4 (Product Feature) | It confuses with their multiple range of products or brands. | 0.812 |
| | I can understand how to use the product before I purchase a product. | 0.537 |
| Factor 5 (Inducement) | Visual media ads increases the frequency of purchase | 0.664 |
| | It induces people to buy the product even though they do not require them. | 0.709 |

Interpretations: The most dominant factor is Convenience and it includes 4 variables, Visual media ads help to find out the different brands available in the market, It makes purchase of the product easier, It eliminates the middleman and lowers the prices of the product and Quality of the product is as good as expected from ad (14.095%) of variance. The second factor is Price and it includes 4 variables, Visual media ads help to know the prices of the various products, Prices displayed in the visual media ad determine the consumers purchase decision, As the prices are already advertised, the consumers cannot be over charged and Visual media ads help to know the discount and offers available (13.833%) of variance. The third factor is Customer satisfaction which comprises of 4 variables, I will strongly recommend this product to others due to its good quality, and Visual media is an attractive tool of persuasion of buying a product, I feel good when I watch the ads of the product that I already used and I feel visual media ads are convincing message (12.892%) of variance. The fourth factor is Product feature and it includes 2 variables, It confuses with their multiple ranges of products or brands and I can understand how to use the product before I purchase a product (9.228%) of variance. The fifth factor is Inducement and it includes 2 variables, Visual media ads increases the frequency of purchase and It induces people to buy the product even though they do not require them (8.021%) of variance.

VII. CONCLUSION:

The attitude towards advertising has been ever changing at a rapid pace with diversifications and dynamism. It is regarded more as an investment than expenditure in the developing nations too. The advertiser, the agency, the media and the consumers view advertising according to their desires, expectation and opportunities. Hence advertising is no longer viewed as a secondary business activity, but has come to be accepted as a supportive service and a contributory input for diversified growth. The goals of advertising have been changed, modified, adjusted and re-defined over the years in India.

In this study, respondents being women, it is found that women consumers attitude towards visual media advertisements and women consumers buying behaviour are directly related with each other. Advertising value is closely related with women consumers' attitude towards visual media advertisements.

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