

IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR WITH SPECIFIC REFERENCE TO CONSUMER DURABLES

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Abstract: *Advertisement although a powerful means of creating strong ,favorable & unique brand association & eliciting positive judgments & feelings ,advertising is controversial because its specific effects are often difficult to quantify & predict this study aims to analyze the impact of advertisements on consumers towards buying behavior of consumer durables to evaluate the effectiveness of advertising in creating buying behavior which starts from searching the information about the product to evaluating & disposing the product. The present study is focused on a study of important factors and sources of information in purchase of consumer durables*

Keywords: *Advertisement, Consumer Buying Behavior, Consumer Durables*

INTRODUCTION

Advertising can be defined as any paid form of non-personal promotion transmitted through a mass medium. The sponsor should be clearly identified and the advertisement may relate to an organization, a product or a service. The key difference, therefore between advertising and other forms of proportion is that it is impersonal and communicates with large numbers of people through paid media channels. Buying Behavior is the decision processes and acts of people involved in buying and using products .study of consumer buying pattern helps us to know the behavior that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they

evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Durable goods are those which don't wear out quickly, yielding utility over time rather than at once. Examples of consumer durable goods include electronic equipment, home furnishings and fixtures, photographic equipment, leisure equipment and kitchen appliances. They can be further classified as **white goods**: such as refrigerators, washing machines and air conditioners, audio equipments &speakers. **Brown goods**: This kind of consumer durables mostly include kitchen appliances like chimneys, electric fans, grinders, iron, microwave ovens, mixers and varied other cooking ranges. **Consumer Electronics**: Some of the mostly used consumer electronic goods are, Mobile telephones, Air Conditioners, Washing Machines, Fridges, Air Filters etc.

Different consumer brands in India Many of the national as well as multi-national brands are involved in the business of consumer durables in India. Apart from the famous brands, some portion of this market in the nation has even been captured by some unbranded consumer products. However, to name a few of the top consumer durables brands in India are: Micromax, MI, Apple, Karbonn, Voltas, Videocon, Carrier,Mitsubishi LG, Samsung, Sony, Whirlpool, Philips, Haier, Godrej, Tata.

OBJECTIVES

- To find out the factors that influence consumer buying behavior
- The degree of relationship between brand and sale of the product
- To find out effectiveness of advertisements in creating brand awareness for customers
- The extent to which advertising can influence the purchase decision of consumers

SCOPE OF THE STUDY

This research is based on consumers of different age group as well as different background in Navi Mumbai. This will mainly concentrate on products like refrigerator, washing machine or in other words, consumer durable products.

RESEARCH METHODOLOGY

The data collected from both Primary and secondary sources. The study is mainly based on primary data .the data for the study are drawn from respondents through questionnaires and also secondary data from sources like text books ,newspapers, magazines ,internet Sampling method: Random sampling Sample size: 100. There were 100 questionnaires distributed. The research design is purely descriptive and simple random samplings have been used for primary data collections.

Plan of Analysis:

Using a simple percentage method for statistical interpretation supported by tables, graphs

LIMITATIONS OF STUDY

The study is confined to extent of interpreting data which is collected only from 100 respondents .as sample was chosen randomly it may not be the actual representation of total population

- Only selected durables which were normally used by consumers were considered
- Time & location is a constraint as study was conducted in Navi Mumbai.

LITERATURE REVIEW

Large numbers of research studies have been conducted in consumer behavior both in India & abroad. An attempt is made here to review some selected works on consumer behavior in consumer durables.

- Paramanand Dasar & Hundekar (2013) viewed that customers are very brand conscious in purchase of consumer durables to avoid post purchase dissatisfaction about quality & performance of product.
- Naveen Rai IJMRBS (2013) have analysed that advertisement influence the behavior & attitude formation of consumers not only in India but also worldwide .the consumers are induce significantly by advertisement when the target is on quality & price .

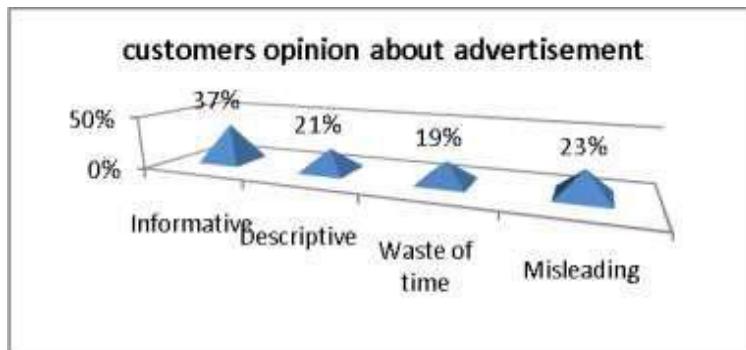
DATA ANALYSIS

1 Table showing awareness about consumer durable brands through various sources

Particulars	Percentage
Advertisement	43
Electronic Media	31
Family & Friends	19
Others	07

2 Table showing opinion about advertisement:

Particular	Percentage
Informative	37
Descriptive	21
Waste Of Time	19
Misleading	23

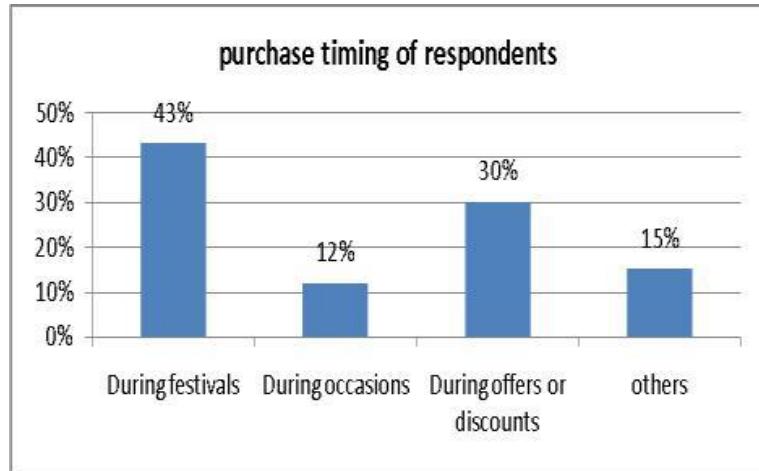


3.Table Showing dependency on Advertisement for buying product.

Particulars	Percentage
Yes	44
No	32
Sometimes	16
Rarely	08

4 Table showing purchase timing of respondents

Particular	Percentage
During Festival	43
During Occasions	12
During Offers	30
Others	15

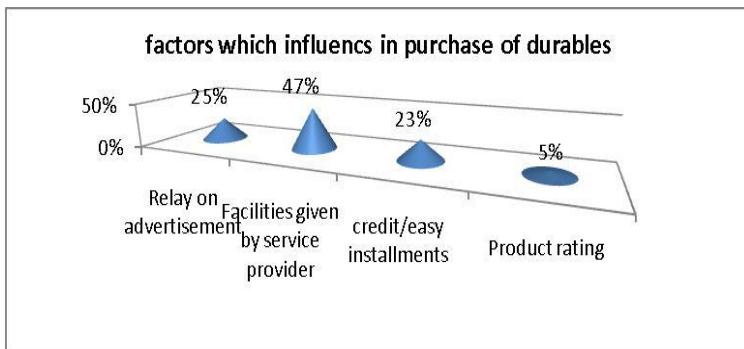


5. Table showing important variable in consumer durables.

Particulars	Percentage
Brand	43
Advertisement	18
Price	14
Product Features	10
Warranty	05

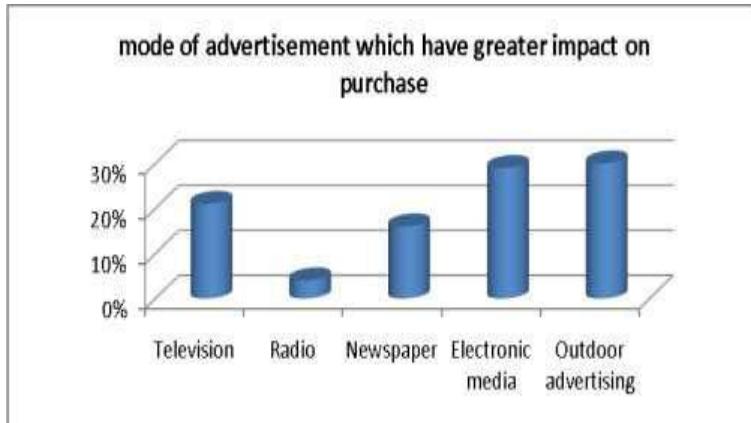
6. Table showing important factors that influence the most in purchase of particular brand of consumer durables

Particulars	Percentage
Rely on Advertisement	25
Facilities Given By Service Provider	47
Credit / Easy Installments	23
Product Rating	05



7. Table Showing priorities according to customers while rating the media of advertisement which is more effective.

Particular	Percentages
TV	21
Radio	4
Newspaper	16
Electronic Media	29
Outdoor Advertisement	30



8. Table showing post purchase response of respondents towards consumer durables.

• Particular	• Percentage
• Very Satisfied	• 20
• Satisfied	• 45
• Neutral	• 08
• Dissatisfied	• 15
• Very Dissatisfied	• 12

FINDINGS

- Majority of consumers agree to the fact that advertisement plays a very important role in purchase.
- Most of customers purchase of consumer durables is based only on advertisements.
- In addition to advertisements customers give equal priority for the facilities given by the service provider, quality of the product, brand when it comes to selection of product.

- Television & outdoor advertising contribute the major share in creating awareness, but 59% of the customers are also of a opinion that information in advertisement is misleading to the customers.

SUGGESTION

- Consumer durables are characterized by high unit cost, long life and consequently low frequently of purchase so advertisements should be designed in such a way that it is more informative, simple, clear and transparent.
- Even though advertisement plays important role other factors like after sales service, warranty have a say in sales so organization should create a brand image with better service in the minds of customer.

Marketers should take steps to minimize the amount of consumer post purchase dissatisfaction by giving better services like customer care 24/7, long term warranty,

- Demand for consumer durables has been increasing because of rising income, increasing urbanization, changing lifestyle so organizations have to design promotion activities to tap this huge market.
- Consumer durable stores are more in urban area & it should also extend to the untapped market like small town, rural area though vigorous promotional activities .

CONCLUSION

The study attempts to analyze the impact of advertising on consumer buying behavior the study is carried out to know the various purchase influences the consumer exhibit in the purchase of consumer durables. Businesses that can cater to the requirements of India's ambitious middle class, keep prices reasonable, build brand loyalty in new consumers, and adapt to a rapidly changing environment will find tremendous rewards in India's potential-filled consumer market.

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