

THE IMPACT OF ADVERTISING ON THE PURCHASE OF CONSUMER DURABLE PRODUCTS: CASE STUDY OF YOUTH IN NAVI MUMBAI

Dr. Prashant Gundawar

Director
NCRD's Sterling Institute of
Management Studies
gundawar@gmail.com

Prof. Iftiqar Mistry

Associate Professor
NCRD's Sterling Institute
of Management Studies
iftiqarmistry@ncrdsims.edu.in

ABSTRACT:

The study is aimed at basically studying the impact of advertising and its various strategies in the Consumer durables industry. Consumer durable is the industry which is near and dear to everyone as the basic necessities of everyone are fulfilled by its presence. There's very tremendous competition with the presence of many players in Indian markets. The completion from me too products possess heavy threat to the organizations that innovate and bring new products in the market. Thanks to the increasing role of advertising which affects the consumer's choice.

The study is descriptive and explanatory in nature; findings have been made through an analysis in order to get an insight into the cause and effect relationship of advertising and consumers' perception relating to consumer durable products which ultimately affects the consumers' choice. The detailed descriptions of specific issues concerning the consumers' purchasing behaviour and the effect of advertising on this particular industry is being studied using a detailed questionnaire to interview the consumers and observe their behaviour after which a detailed review is done.

Keywords – Consumer Durables Industry, Consumer behaviour, advertising effectiveness, Youth, Perception.

1. INTRODUCTION:

Advertising specifies and denotes a specific attempt to gain the popularity of the specific products or services with a certain cost. It is actually a method of publicity which is the paid form of publicity. Also it is a common form of non-personal communication about an organization and its products, idea, Service, which is transmitted to a target audience through a mass medium.

Advertisements' are sometimes spoken of as the primary communication systems of business world. As our nervous system is constructed to give us all the sensations from objects, so the advertisement which is capable of and comparable to the nervous system must awaken the in the reader many different kinds of images as the object itself can excite. The advertising effectiveness means different things to the groups responsible for its different effects. Effective advertising must achieve all four goals delivering messages to the right audience, thereby creating sales at an appropriate profit.

LITERATURE REVIEW –

The Indian Consumer durable sector is one of the largest in the world economy and has a market size.

Well established distribution networks, as well as intense competition between the organized and unorganized segments are the characteristics of this sector. Consumer durable in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the CONSUMER DURABLES market will reach to US\$ 8.7 billion in 2016 from US\$ 2.3 in 2003. The middle class and the rural segments of the Indian population are the most promising market for CONSUMER DURABLES and give brand makers the opportunity to convert them to branded products. Mostly the youth segment is most important segment in India for the consumption pattern they have.

The Indian economy has surged ahead by leaps and bounds, keeping pace with rapid urbanization, increased literacy levels, and rising per capita income. The big companies are growing bigger and small time companies are catching up as well. There has been found profound growth overall and retail sector is bound to grow in near future.

According to the study conducted by research firms 62 of the top 100 brands are owned by MNCs, and the balance by Indian companies.

Emotions, advertising and consumer choices focuses on recent neurological or psychological insights originating from brain scanning or neurological experiments on basic emotional processes in the brain and their role in controlling human behavior. India is set to be one of the emerging markets that pose a unique set of challenges to marketers. The diversity of a mix of factors such as cultural aspects, lifestyles, demographics, and unbranded offerings make consumer behavior a fascinating study.

The term Advertising is derived from the Latin word 'advert' means 'to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea. Advertising is known as activity of attracting public attention.1. Direct mail, 2 .Newspapers and magazines, 3.Television advertising, 4.Radio Advertising, 5. Film advertising, 6. Outdoor advertising, 7. Window display, 8. Fairs and Exhibition and 9. Online advertising.

Advertising has the power to persuade, the power to create right perception about the product. Power to influence the mind and shape destiny. It has the power to change markets and improve profit margins. Advertising has the power to convey new information, building awareness, enhancing credibility and long- term power to convey brand image, attaching emotional values to the brand, building positive Reputation, etc.). The organizations that master the creative guidance and the testing systems to consistently develop and deploy great advertising will own the future and the fortunes that go with it. Great advertising is a cloak of invincibility.

RESEARCH METHODOLOGY-

Research methodology is a strategy that guides a research in providing answers to research questions and for this, research survey is being done. Being the study descriptive in nature, it will go through theoretical data collection, and its analysis of a survey questionnaire. The study is mainly based on primary data which has also been gathered from different persons in the age group 25-30 and required secondary data is collected from newspapers, journals, magazines and websites for the purpose of getting insights.

SAMPLE TECHNIQUES-

The sampling techniques used in this project are probability sampling and the methods used in cluster sampling. Random sampling is used as a part of survey to make it easier.

Questionnaires were used to conduct the survey. Various Pie charts were used to depict the analysis.

SAMPLING UNITS-

The respondents who were asked to fill out questionnaires are the sampling units. These comprise of youth.

SAMPLE SIZE-

The sample size was restricted to only 50 between age group of 25-30, which comprised of peoples mainly from different parts of Mumbai and Navi Mumbai.

DATA COLLECTION-

Structured Questionnaire

In this collection data, structured questionnaire is used as a tool by asking a set of standardized questions to know the effect of Advertising and behavior of the people for their response.

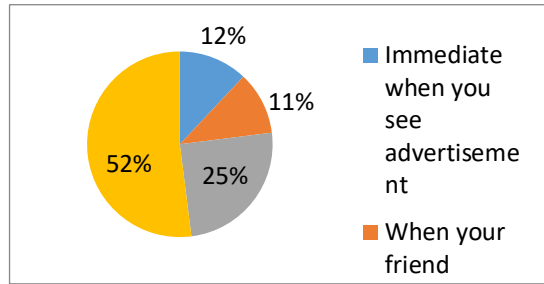
Interview

The next step involved in collecting information required discussion with people. This valuable information was gathered through informal friendly talks with the people.

DATA ANALYSIS AND INTERPRETATION-

Q.1 Purchase pattern:-

Immediate when you see advertisement	12%
When your friend purchase	11%
When you hear from people	25%
If need arises	52%

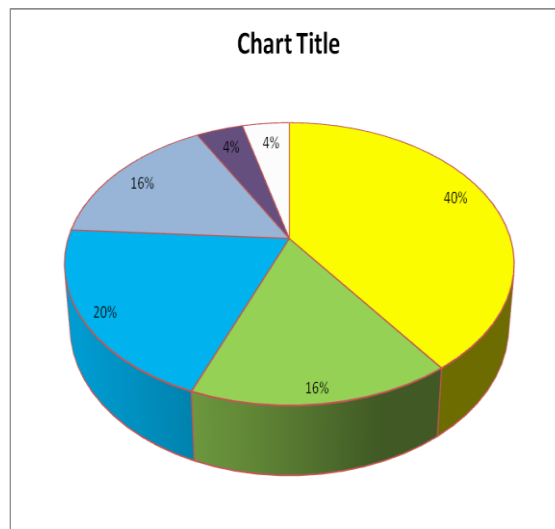


Analysis:-

As observation says most of the people purchase CONSUMER DURABLES products if need arises. And an advertisement of the product is very less effective for making the impulse for immediate purchase.

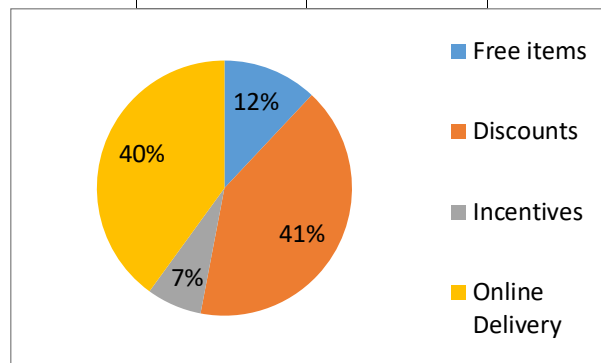
Q.2 Product you remember you purchased after seeing the advertisement

Television Set	40%
Refrigerator	16%
AC	20%
Watches/electronics/mobile phones	16%
Sound Systems	4%
stationary	4%



Q.3 Impulse for purchase

Free items	12%
Discounts	41%
Incentives	7%
Online Delivery	40%

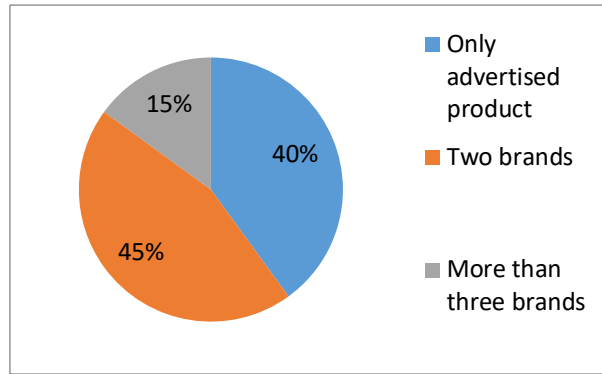


Analysis: The impulse of purchase the product for all most all people is discounts. 41% of people go for discounts. Secondly due to pandemic the emphasis is on getting the things online and preference is given for home delivery by the customers.

People are not motivated effectively for free samples. Incentives are in the least consideration set.

Q.4 Consideration set for choosing the product:-

Only advertised product	40%
Two brands	45%
More than three brands	15%

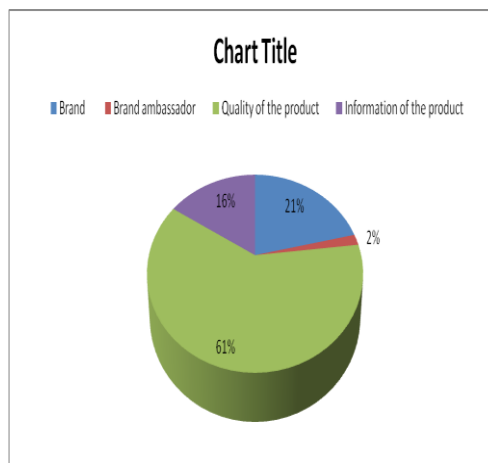


Analysis:-

45% of people choose the product by comparing two brands which has highest percentage amongst all the objectives. Here again the effectiveness of advertisement found more and by observation most of people don't like to be confuse in more brands so that they are preferring two brands only.

Q.5 Part of the advertisement made you purchase

Brand	21%
Brand ambassador	2%
Quality of the product	61%
Information of the product	16%

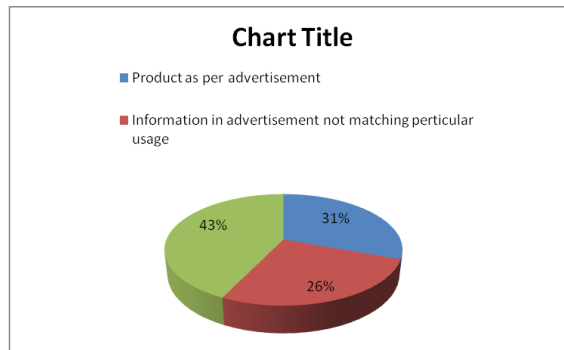


Analysis:-

Quality is the part of an advertisement which made most of the people to purchase the product. Where brand images of the product comes next to quality and then information of the product and lastly its brand image.

Q.6 Satisfaction level after purchase

Product as per advertisement	31%
Information in ad not matching particular usage	26%
Product is outstanding than said	43%



Analysis- Satisfaction level after purchase of product is nearly same that is nearly same number of people have given all the three options but then also “Product is outstanding than said” is having good response.

FINDINGS AND CONCLUSION-

Brand building and Advertising is synonymous with product advertising and is commonly seen in traditional mass media, including TV, radio, magazine and newspaper which is depicted from the analysis. The communication route is typically one-to-many and is designed to reach a mass audience by using a tactic of capturing the attention of users.

Basically the purchase is need based for Consumer durable product and effectiveness of advertisement is skeptical for impulse of purchase.

The impulse for purchase is majorly nowadays affected by discounts rather than the other parameters of advertising and sales promotion. Advertisements are effective for taking the brands into consideration set as majorly two brands are considered in the consideration set.

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Satisfaction level after purchase of product are nearly same that is nearly same number of people have given all the three options but then also “Product is outstanding than said” is

having good response.

Advertising as media of information serves only the basic purpose for product information but seldom triggers the impulse for purchase in Consumer durable sector.

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