

Effectiveness of Advertisement in Consumer Behaviour with Special Reference to Apparel Products

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Abstract: The advertisement in some way must touch the hearts of the ultimate consumers for them, in a way give some kind of information about its price, benefits, usage, availability and so on. Which makes a crave to buy the product. The study exhibits that the customers are highly influenced by the advertisement as it creates interest among the customers. There is positive influence of advertisement on consumer behaviour but according to the respondents most of the people also think about their needs before buying any goods and services. A structured questionnaire was framed in Google Forms and executed in a group of 195 consumers. This study used Convenience sampling method to gather information from the consumers. After collecting data, percentage analysis, weighted average score and chi-square analysis has employed for analysis of data. Moreover, the researcher has suggested that advertisement must convey fact to the customers; they will trust the advertisement which supports to get more advertisement viewers. Based on the analysis, it can be deduced that advertisement has significant influence on consumer buying behaviour.

Keywords: advertisements, communication, consumer behaviour, influence and purchase.

INTRODUCTION

The use of advertisements has a significant increase in the 20th Century as industrialization open out the supply of manufactured products. In the recent times, businesses are relying Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. Advertisements play a vital role in creating an image of a product in the minds of consumers. Advertising is a way of communication to hearten an audience for making purchase decision about a product or service and conveying information to viewers. Advertisement and consumer behaviour have a strong relation. The role of advertisement is making an impact on the consumer decision.

REVIEWS OF LITERATURE

Literature review comprises of different theories and latest development in the area of media vehicles, advertisement effectiveness and consumer behaviour stages that were performed to find out actual results for the research work.

Shradha Shetty, Sowmya, and Dr. Umesh Maiya (2019) in their study have been made with the view to exercise the influence of advertisement on consumer buying behavior. This study focus on the relationship between advertisement and buying behavior of the consumers. The objectives of this study were to understand the power of persuasion in advertisement to buy a product and find the most preferred advertisement media. This research paper can be helpful to know the most chosen advertisement media, impact of advertisements on shopping trends, most remembered aspects of advertisements and much more.

Dr G Shankar (2019) in his study has been made with the view to examine the influence of advertisement on consumer buying behaviour. The objectives of this study were to understand the power of persuasion in advertisement to buy a product and identify the most preferred advertisement media. The study clearly shows the importance of advertisement to the businesses as well as its impact on the consumers. The random sampling method was used by researchers for distributing questionnaire. The total samples collected were 150 covering in and around Udupi, Mangalore, Bangalore and Mumbai city. The researcher has deduced that Advertisement acts as a motivator in purchasing of products or services of the particular business. Advertisements are one of the most significant tools used by businesses to promote/to deliver the information about their products or services. Advertisements must not be misleading since it might have negative influence on the consumers. Effective advertisements also assists businesses to increase their sales numbers. Hence, advertisement has significant influence on consumer buying behaviour. This research paper can be helpful to know the most chosen advertisement media, influence of advertisements on shopping trends, most remembered aspects of advertisements and much more.

Ramyan Sama (2019) in his study advertising over various media platforms by different companies influences consumer behaviour. Few attempts have been made to explore the influence of advertisements on five stages of consumer behaviour viz, awareness, interest, conviction, purchase and post-purchase. The descriptive research design was utilized, and convenience sampling was managed to organize the study. A structured questionnaire was framed and executed in a group of 529 students. The online Google form was shared with the students with a timeline of five days to respond to the questionnaire. Only one response per students was considered. In his research, the influence of advertisements on awareness, interest, conviction, purchase and post-purchase stages of consumer behaviour has been taken. Research can also be conducted considering other aspects of consumer behaviour like product attributes, colour, taste, quality, ingredient, and so on. The results of the study disclosed that the newspaper is the only medium which has an influence on all the five stages of consumer behaviour. Followed by TV and the Internet as the best medium for creating awareness, interest, and belief among consumers of which magazines and newspapers are the efficacious mediums for influencing the purchase and post-purchase decision of the consumers.

Karishma Chaudhary and Kavitha Gowda (2018), in their paper aims to analyze the Online Buying Pattern of Women Consumers with Reference to Apparels in India. The study has made the following recommendations which were obtained by customers. Few respondents who feel that by adding delivery charges by online stores or e-tailers (e-retailers), the price of the product gets soared or looks highcost, the marketers in online business can offer products which are cost high or if the customer is buying in bulk, marketers must offer free home delivery. Along with this, if marketers can quickly solve the issues in buying online like, trial purchase, colour difference and return policy, it can attract better business. India being about 70% rural, which is improving in purchase power and Government of India entering Memorandum of Agreements with the industries, for making rural India a Wi-Fi India, can be a fascinating business for online marketers.

Davina Madhavi Sathan (2012) in her paper mainly examines the degree of influence advertising has on consumers' buying behaviour, with particular reference to Coca-Cola advertisements. The methodology used in the study comprises of a survey on a sample of 150 respondents, and the finding disclosed the positive influence of advertising on consumption level in the soft beverage market of Mauritius. It was deduced that nowadays, it is important to sustain customer's loyalty to a company's product, hence the need to develop appropriate advertising strategies like brand equity to prevent consumers from turning unloyal to the brand.

OBJECTIVES OF THE STUDY:

1. To know the socio-economic factors of the respondents.
2. To analyse the information gathered from advertisement.
3. To know the influence of advertisement in consumer behaviour.
4. To offer valid suggestions.

SCOPE OF THE STUDY:

The apparel products advertisements play a vital role in consumers' life. The present study has been undertaken to analyze that how advertisement of apparel products reaches the consumers. The present study is conducted to know whether consumer trust or not in apparel products advertisements. Watching of advertisement, they determine that product should be in good quality. The study exhibits the consumer behaviour of apparel products through advertisements.

RESEARCH METHODOLOGY

A system of model, procedures and techniques used to know the results of a research problem is called a research methodology.

RESEARCH DESIGN

Researcher has applied Descriptive research which preferred out with specific objectives and hence it results in definite conclusions. This research tries to depict the influence of advertisement in consumer behaviour apparel products with special reference to Tirupur City.

SOURCE OF DATA:

The descriptive research design was utilized, and convenience sampling was managed to conduct the study. A structured questionnaire was framed in Google Forms and executed in a group of 195 consumers. The respondents were blended with male and female pursuing school, graduates and professional course in Tirupur city. The Google form was shared with the respondents with a timeline of ten days to respond to the questionnaire. It is cramped to Only one response from each consumer.

SAMPLING DESIGN

This study used Convenience sampling method. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. Here the researcher used structured questionnaire to procure data from the consumers. The Likert five-point scale which is used to permit the individual to express how much they agree or disagree with a specific statement.

SAMPLING SIZE

The Researcher has procured information from one ninety-five respondents in Tirupur for this study.

DATA ANALYSIS TECHNIQUES:

After collecting data, proper tools and techniques should be used for analysis of data. The study includes percentage analysis, weighted average score and chi-square analysis.

NULL HYPOTHESIS:

1. There is no difference between Gender and Attraction of slogans.
2. There is no difference between Gender and trust in advertisement information.
3. There is no difference between Gender and recommended apparel advertisements to others.

LIMITATIONS OF THE STUDY:

The accuracy of the data are affected by the bias.

DATA ANALYSIS AND INTERPRETATION**Demographic Factors of the Respondents****Table 1**

Demographic Factors		Respondents	%
Gender	Male	104	53
	Female	91	47
Marital status	Married	37	19
	Unmarried	158	81
Age Group	Below 25 years	153	78
	25-35 years	27	14
	Above 35 years	15	8
Salary Details	Below Rs.15,000	83	43
	Rs.15,000 –Rs.30,000	66	34
	Above Rs.30,000	46	24
Occupation	Business	52	27
	Agriculturist	13	7
	Employed	67	34
	Professional	63	32
Educational level	School level	28	14
	Graduates	122	63
	Professionals	45	23
Range of Purchase (Per month)	Rs.1000 and below	85	44
	Rs.1000 to Rs.2000	60	31
	Above Rs.2000	50	26

Source: Primary Data

INTERPRETATION:

Table 1 highlights those demographic factors of the respondents.53% of the respondents are male, 47% of them respondents are female,78% of the respondents are below 25 years old, 14% of the respondents are 25-35 years old,8% of the respondents are above 35 years old,34% of the respondents are employed,32% of the respondents are professionals,27% of the respondents are doing business,7% of the respondents are agriculturists,81% of the respondents are unmarried,19% of them are married,43% of the respondents are earning below Rs15000,34% of the respondents are earning Rs15000-30000 and 24% of them are earning above Rs30000,63% of the respondents are graduates,23% of the respondents are studied professional course,14% of the respondents are having school level education,44% of the respondents are spending Rs1000&below,31% of the respondents are spending Rs1000&2000,26%of the respondents are spending Rs above 2000.

RESPONDENTS OPINION ABOUT THE INFORMATION GATHERED FROM ADVERTISEMENT**Table .2**

FACTORS	TOTAL SCORE	WEIGHTED AVERAGE SCORE	RANK
Price Details	798	29	1
Offer Details	769	27	3
Product Features	771	28	2
Brand availability	710	25	5
New Arrivals	697	24	6
Colours & Design	667	23	7
Shop Address	734	26	4

Source: Primary data

INTERPRETATION:

Table 2 describes that respondents' opinion about the information gathered from advertisement. First rank occupied by Price Details, second Rank occupied by Product Features, third Rank occupied by Offer Details, fourth Rank occupied by Shop Address, fifth Rank occupied by Brand Availability, sixth Rank occupied by New Arrivals, seventh Rank 7 occupied by Colours & Design.

RESPONDENTS EXPERIENCE ABOUT ADVERTISEMENT**Table 3**

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Degree
1	Respondent's opinion about the advertisement can stay in a mind for long period of time.	59	78	51	6	1
2	Respondents' opinion about the attraction of slogans in advertisements.	62	88	31	9	5
3	Respondents' opinion about the quality of the product in reality by comparing with advertisements.	59	71	51	8	6
4	Respondents' opinion about the trust of information in advertisements.	51	73	47	19	5
5	Respondents' opinion about the disappoint in reality seeing of advertisement.	57	71	39	23	5
6	Respondents' opinion about the recommendation of apparel advertisements to others.	43	86	50	10	6

Source: Primary Data Interpretation

Table 3 shows that advertisement opinion about consumers. The minimum 78 respondents said that advertisement can stay in a mind for long period of time. 88 respondents of them said that slogans of the advertisements captive them. 71 respondents comparing quality of products with other advertisements. 73 respondents trust the information that comes from advertisement. 71 respondents get disappoint in reality while going for purchase. 86 respondents are recommended apparel advertisements to others.

RESULTS OF CHI-SQUARE ANALYSIS

	Chi-Square Value	Table Value	Results
H ₀ 1	0.464	3.48	H ₀ rejected
H ₀ 2	1.030	3.48	H ₀ rejected
H ₀ 3	3.347	3.48	H ₀ rejected

RESULTS OF HYPOTHESIS:

1. There is difference between Gender and Attraction of slogans.
2. There is difference between Gender and trust in advertisement information.
3. There is difference between Gender and recommended apparel advertisements to others.

SUGGESTIONS AND CONCLUSION

From this research we can observe that Catchy advertisement can stay long period of time in customers mind. Thus, better to exhibits attractive colours, designs and new arrivals in Advertisement, this will improve more customer base. Customers are enjoyed slogan music in advertisement but they are suspicious about information and get disappointed in reality when they are going to visit the shop. Moreover, the researcher has suggested that advertisement must convey fact to the customers; they will trust the advertisement which supports to get more advertisement viewers. Based on the analysis, it can be deduced that advertisement has significant influence on consumer buying behaviour.

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