

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double-blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Sanjeev Kumar Mishra

Advisory Board

Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Anna Maria Constantinovici AL. I. Cuza University, Romania	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Romona Mihaila Spiru Haret University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
	Liu Chen Beijing Foreign Studies University, China	Ilie Pinte Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
Awadhesh Kumar Shirotriya	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept. English, Government Postgraduate College , solan
		More.....



IMPACT ON ADVERTISING OF CONSUMER DURABLE GOODS IN KARUR DISTRICT

N. Logambal¹ and Dr. R. Kannan²

¹Research Scholar, PG & Research
Department of Commerce, Government Arts
College (Autonomous), Karur.

²Head & Associate Professor, PG & Research
Department of Commerce, Government Arts
College (Autonomous), Karur.

ABSTRACT :

India's consumer durable industry is valued at \$9.7 billion as of 2015. In this sector is expected to grow to \$20.6 billion by 2020 and become the fifth largest in the world by 2025 (IBEF, 2017). Brand preference is understood as a measure of brand loyalty in which a consumer exercises his decision to choose a particular brand in presence of competing brands. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio, television and so on. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. This paper aims at brand preference among consumers goods based on empirical research. Brand attributes including price, quality, features, image which influence consumer perceptions and temporal association with brands are critically examined in the study. Researcher also focuses upon the various types of advertisement and

aspects of advertisement. In this study makes use of statistical techniques such as percentage of the data for finding of the result. The result shows that there is a significant relationship between advertisements and the choice of the brand.

KEYWORDS : Advertising, Brand preference, Consumer, Durable goods.

INTRODUCTION

Consumer durables involve any type of product purchased by consumer durable goods that is manufactured for long-term use. Durable goods are those which don't wear out quickly, yielding utility over time rather than at once. For examples of consumer durable goods include electronic equipment's, home furnishings and fixtures, photographic equipment's, leisure equipment's and kitchen appliances. They can be further classified as either white goods, such as refrigerators, washing machines and air conditioners or brown goods such as blenders, cooking ranges and microwaves or consumer electronics goods such as televisions and DVD players and so on. Such as big-ticket items typically continue to be serviceable for three years at least and are characterized by long inter-purchase times. The Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behavior pattern. Consumer durables have emerged as one of the fastest growing industries in India. Consumer durable goods refer to those consumer goods that do not quickly wear out and yields utility over a long period of time. Some of the popular and common examples of these kinds of items are electronic goods, kitchen appliances, home furnishings and leisure equipment etc. Consumer durables can be broadly categorized into the following viz,

WHITE GOODS:-

White goods mainly include air conditioners,

refrigerators, washing machines, audio equipment and 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 DVD players, MP3 players, mobile telephones, telephones, VCD players etc. It is also called home electronics. In the 2010s, most consumer electronics have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology.

LITERATURE REVIEW

Kim David (2008) has indicated that contributes to advertising likeability and advertising dislike ability in India by surveying the respondents in Mumbai. The study revealed that the Indian respondents have a positive attitude towards advertising in general. Chunawalla and Sethia (2004) have noted that advertisement plays an important role in achieving growth in sales of product and services. Effective advertising refers to informing the public about the right product at the right time through the right medium. The right media selection is the crux of the success of the entire advertising campaign. Jerome D. Scott's (1943) have opinion the effects on advertising outlays upon profit and liquidity are important considerations in setting outer limits for advertising. He also describes that normally a time lag occurs between advertising outlay and sale results. In his opinion the firm's resources set a real limit on advertising outlay.

McFall (1969) has observed a similarity between the priorities of urban and rural consumers. Differences in the possession of some products were also observed. The results showed that products with high diffusion potential such as color television ranked lower on consumers' priority patterns as compared to the consumers intention to buy. The downward gradient was observed in the case of two relatively new products, electric toothbrushes and electric carving knives. Advertisement is a way by which a company communicates information about a product or service with the intention to persuade consumers to buy a product. It may also be used to expand an existing market by highlighting various innovations and ways in which the consumers could use the products thereby looking to increase consumption. Venkateswara and Reddy (1997), have studied that about the marketing of television sets among 300 households of Prakasam district of Andhra Pradesh. It was found that, in most of the cases head of a household and his wife acted as a decision maker. Influence of wealth, income, education and savings were found negative impact. But influence of advertisement was found higher (97 per cent) in the study.

STATEMENT OF THE PROBLEM

The researcher identified that it is necessary to assess the impact of the advertisement and brand preference on choosing the consumer durable goods. Since advertisement is one of the vital factor causing the brand identification by the public and brand attributes also play the pivotal role to choose the particular product of durable goods.

The specific objectives of the study are:

1. To study on the socio economic factors of consumers in Karur District.
2. To analysis the impact on the advertisement for brand preference of consumer durable goods in Karur District.
3. To find out the most effective media for advertising.

HYPOTHESES

Ho: There is a no significant effect of the Advertisements on the brand preference of consumers.

H1: There is a significant effect of the Advertisements on the brand preference of consumers.

METHODOLOGY:

The study was undertaken in Karur district of Tamil Nadu. A total of 50 respondents residing in the Karur city were selected for the sample. Sampling unit consists of all customers having consumer durable goods. For the purpose of the study the respondents were selected from different places of the Karur city. Convenience sampling technique was followed for collecting response from the respondents.

The statistical tools used for the purpose of this study are simple Percentages,

Mean, Standard Deviation and Mean Rank. Data was collected through primary and secondary sources. Primary data was collected with the help of structured questionnaire and personal interview. Source of secondary data was collected with help of published reports, magazines, newspapers and the websites.

FINDINGS OF THE STUDY:

This chapter deals with analysis and interpretation of the data collected by the researcher. The analysis and interpretation of data was mainly done by based on the objectives of the study. This study analyses the age, gender, educational qualification, nature of the family, marital status, and so on.

- It is concluded that the majority of 62 per cent of the respondents are male and rest 38 per cent of the respondents are female.
- The findings of the present study indicates that the different age group of the respondents. 44 per cent of the respondents belongs to below 25 years, 26 per cent belongs to 25 to 30 years, 20 per cent belongs to 35 to 40 years and rests of the respondents belongs to 45 and above age groups. Which lead to the conclusion that higher numbers of the respondents are youth.
- It is observed that 50 per cent of the respondents have under done secondary education and 20 per cent of the respondents are illiterate and 18 per cent of the respondents have completed primary education and 12 per cent of the respondents have under done Graduation.
- The researcher concluded that 60 per cent of the respondents are living in rural area and 20 per cent of the respondents are living in semi urban & urban area.
- Researcher indicate that the consumer brand preference for advertisement regarding the durable goods. 40 per cent of the respondents like Life's Good (LG) products, 32 per cent of the people like Sony products and 28 per cent of the respondents like Samsung products. It shows that these three are the most preferable brands in the market.
- When we ask to them why they have choose these brands, 38 per cent of the people said that they choose these brands due to Brand name, 26 per cent due to advertisement, 18 per cent of people with the various price levels., 10 per cent of the respondents said because of Quality and rest of 8 per cent of the respondents said that celebrity is most important for their brand preference.
- 48 per cent of the respondents were influenced by the family members, 32 per cent of the respondents were influenced by the friends circle, 12 per cent of the respondents were influenced by the relatives. Eight per cent of the respondents were influenced by their spouse, Hence it is concluded that majority of the respondents were influenced by the family members.
- 30 per cent of the respondent said that TV is a good medium for advertisement. So we can say that if company wants to communicate their customers then they should choose TV for their advertisement, 26 per cent of the respondents are consider Internet as a good advertising media, 18 per cent of the people like radio, 16 per cent of the respondents are like magazine and rest 10 per cent of the respondents are like newspaper and outdoor media the most decisions.
- 38 per cent of the respondents says that colour aspect for remember of the advertisement. 34 per cent of the respondents said that celebrity is most remember able to the consumers and 22 per cent of the respondents said that Punch line, followed by 6 per cent of the people for the theme.
- 32 per cent of the respondents said that they change their perception towards the products, if the advertisement tries to promote the product in a better way. 26 per cent of the respondents are said that they won't change their perception just by the advertisement and 42 per cent of the respondents are said that

sometimes change his perception.

- 46 per cent of the respondents want to purchase consumer durable goods of celebrity brands only, 54 per cent of the respondents want to purchase durable goods even if it is not endorsed by celebrity.
- It is observed that 45 per cent of the respondents have selected their brands on the basis of the good Quality of the product. 35 per cent of the respondents have selected on the basis of price. 20 per cent of the respondents have selected on the discount and offers.
- 56 per cent of the respondents have searching to Electronic media. 24 per cent of the respondents are searching print media and remaining 20 per cent respondents are searching hoarding and Banners.

SUGGESTION

- Most of the respondents have given their positive impact on consumer durable goods based on the brand preference of the factor in effectiveness of Television advertisement on consumer purchasing decision.
- The branded companies which are providing advertisement through televisions should concentrate on true information about the products when it is advertised in television.
- More detailed customized services should be provided for consumer goods.

CONCLUSION

This study effects revealed the importance of the brand preference through the effective advertisements. Consumer's expectations were fulfilled through advertisement in effective manner which leads to purchase. As we know that today market is highly competitive in our country. There is cut throat competition in the consumer durables goods mainly between the three big giants, they are Life Goods (LG), Samsung and Sony brands. Both are striving very hard for their market share. Therefore it becomes very hard for the companies to retain their customers. It is also evident that companies are spending an enormous amount on Advertisements. Therefore advertisements are the back bone for consumer durable Industry, they act as a glue to retain their consumers and target the prospectus. Also the consumer preferences and the attitudes change with the passage of the period. Mediums of Advertisements also play an important role in promoting the products among the masses. Advertisements play a pivotal role in changing the consumer's preference. Television is an important and effective medium used for mass communication with the consumers, and Internet has emerged one of the strongest medium among the youngsters together the information. At last we can say that there is a direct relation between advertisements and the consumer preference which has been proved by the tests also.

Appendix

		No. of Respondents	Percentage
Gender	Male	31	62
	Female	19	38
	Total	50	100
Age	Below 25	22	44
	25 - 30	13	26
	30 - 40	10	20
	45 & above	5	10
	Total	50	100
Educational Qualification	illiterate	10	20
	Primary education	25	50
	Secondary education	9	18
	Graduation	6	12
	Total	50	100
Location	Rural	30	60
	Urban	10	20
	Semi-urban	10	20
	Total	50	100
Brand preference	LG	20	40
	Sony	16	32
	Samsung	14	28
	Total	50	100
Chosen Brand	Price level	9	18
	Advertisement	13	26
	Brand Name	19	38
	Celebrity	5	10
	Quality of the product	4	8
	Total	50	100
Medium of Advertisement	Television	15	30
	Radio	9	18
	Newspaper	5	10

	Magazine	8	16
	Internet	13	26
	Total	50	100
Decision Making	Family members	24	48
	Spouse	4	8
	Relatives	6	12
	Friends	16	32
	Total	50	100
remember of the advertisement aspect	celebrity	17	34
	Punch line	11	22
	Theme	3	6
	Colour	19	38
	Total	50	100
Perception of a product by advertisement	Yes	16	32
	No	13	26
	sometimes	21	42
	Total	50	100
Favourite celebrity of Endorsing	Yes	23	46
	No	27	54
	Total	50	100
Look at advertisement	Price of the product	18	36
	Quality of the product	22	44
	Discount and Offers	10	20
	Total	50	100
searching for look at media for advertisement	Print media	12	24
	Electronic media	28	56
	Other media	10	20
	Total	50	100

REFERENCES

- A Brief Report on Consumer Durables Industry in India, July 2015, pp.1-9.
- Choubineh Mohammad Mehdi, Zarei Azim "The Impacts of Television Advertising on brand equity: The Mediating Effect of brand identity and personality" Asian Journal of Research in Marketing Volume: 3, Issue: 6 December (2014) pp. 39-52.
- Chunawalla, S.A.; and Sethia, K.C. (2004), Foundations of Advertising - Theory and Practice, p.218.
- Hassan Muneer A (1995), "Perspective of Saudi consumers about the Affect of economical and social adv." Dirassat magazine, folder 22, No.4
- http://www.academia.edu/15110713/impact_of_celebrity_endorsement_on_consumer_buying_behaviour

- <https://www.scribd.com/doc/55335060/study-of-advertisement-impact-on-consumer-preference>
- <https://www.ukessays.com/essays/marketing/effect-of-advertisement-on-brand-and-consumer-durable-products-marketing-essay.php>
- John McFall .Journal of Marketing.Priority Patterns and Consumer Behavior Vol. 33, No. 4, Part 1 (Oct., 1969), pp. 50-55.
- John McFall .Journal of Marketing.Priority Patterns and Consumer Behavior Vol. 33, No. 4, Part 1 (Oct., 1969), pp. 50-55.
- Kimshyan Fam, David S Walter (2008), 'A study of Liked / Disliked Television commercials India' Indian Journal of Marketing, February. pp 3-10.
- Krishnakumar K and Radha (2014), A Study on Relevance Factor In Effectiveness of Television Advertisements on Consumer Purchase Decision In Salem District, International Journal of Business and Administration Research Review. Vol.I, Issue No.2, Nov-Jan2014.
- Mayuri Jonathan Farmer (2016), "Changing Demand for Consumer Durables (With Special Reference to Rural Consumer Behavior)", International Journal of Application or Innovation in Engineering & Management , Vol. 5, Issue 6, pp.82-86.
- Naveen Rai " Impact of Advertising on consumer Behaviour and Attitude with Reference to Consumer Durables", International Journal of Management Research and Business Strategy, Vol. 2, No. 2, April 2013, pp. 74-79.
- Rajeswari R and P. Pirakatheeswari (2014), "A Study on Consumer Behaviour and Factors Influencing the Purchase Decision of Durable Goods with Reference to Salem District", International Research Journal of Business and Management, Vol. VII, Issue 2, pp.10-18.
- Seema Laddha (2015) , Rural Consumer Buying Behaviour and Brand Awareness of Durable Products, NBR E-Journal Vol. 1, Issue 1, pp.1-9.
- Venkateswara. M. and Reddy. B. (1997), "Marketing of TV sets – A Study of External and Internal Influence on Consumer Behaviour", Indian Journal of Marketing, Vol.27, No.8, pp.20-24.

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ Directory Of Research Journal Indexing
- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed, USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-
413005, Maharashtra
Contact-9595359435

E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com