



EFFECTIVENESS OF ADVERTISEMENT IN RETAIL OUTLETS OF TEXTILE IN CHENNAI METROPOLITAN AREA

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ABSTRACT :

“Advertising is any paid form of non-personal communication about an organization or its product to a target audience through a mass/broadcast medium by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for.” In this study the researcher try to bring out the effectiveness of advertisement in retail outlets of textile in Chennai metropolitan area using 4 different outlets, Pothys Silks, The Chennai Silks, Jeyachandran Textiles, Saravana Stores to measure the status of the advertisement (Standard, Quality, Desire, Cost, Tradition), basic parameters of the advertising and information (Attention, Identification, Understandability, Reliability, Positive Interest) and the consumer priority towards the advertisement in the retail outlets of textile (Newspaper, Magazine, Radio, Television, Outdoor) in Chennai metropolitan area.

KEYWORDS : *Advertisement Effectiveness, Retail Outlets of Textile, Parameters of Advertising, Consumers Propriety.*

INTRODUCTION

Advertising is a right medium of information through which an individual or organization things to see the unique selling schemes and benefits of a product or service to influence the buying performance of the individuals or organization. It helps to create a right and positive impact of a particular brand in the minds of the customers and prompts them to buy the product.

“Advertising is any paid form of non-personal communication about an organization or its product to a target audience through a mass/broadcast medium by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for. In the real sense, it is the method used by companies for creating awareness of their products, as well as making new products known to the new and potential consumers. Advertising as a promotional tool also tends to remind, reassure and influence the decisions of the consumers because an advertisement itself enlightens, educates, and persuades consumers on their acceptability of the product offering”.

“The concept of advertising effectiveness contains such different ideas as economic benefits, psychological and social effect expressed in a certain impact on the society in whole (in particular, the influence on the formation of taste preferences of people, their views and ideas about different moral and material values). Effectiveness of advertising campaigns is measured by reaching the target indexes of sales volume, market share, awareness and consumer preferences, i.e. achievement of all planned goals and objectives”.

Chennai's acted as an incubator for the Indian retail industry, with the city witnessing pioneering initiatives in the retail industry, be it consumer durables, general provisions or books. Hence, it has the sample scope for generating new dimensions of information catering to the requirements of strategic decision making in the sphere of production as well as marketing of textile and apparel products. Among the

cities in Tamil Nadu, Chennai is top in volume of retail textile and apparel products business in Tamil Nadu. The mindset of the retailers especially those involved in organizing retail marketing needs to understand the role of customers, which will be helpful in the development of the business. The study focuses on consumer perception towards textile and apparel products in Chennai city.

REVIEW OF RELATED LITERATURE

Kumar and Raju (2013) investigated the role of advertising in influencing the attitudinal behavior of both male and female consumers and the influence of advertising between male and female customers. They concluded that the buyers seek the product or brand that yields greater satisfaction and they also might become more responsive to different brand advertisement while seeking information”.

Hemamalini and Kurup (2014) conducted a study on the effectiveness of television advertisements in teenager’s perspectives and further to analyze the significant relationship of involvement, message and celebrity with the television advertisement in reference to the purchasing intention to the teenagers. Primary data from 50 respondents were collected using questionnaire. Secondary data from books, journals, news papers and websites were also used. With the application of Statistical tools like weighted average method, Chi-square and factor analysis it was concluded that the perspective of the teenagers regarding television advertisement are effective in their purchase appeals and the study predicts the positive impact of television advertisement on customer attention and directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements - Involvement, Celebrity and Message have a significant relationship and importance with the effectiveness of television advertisement towards buying intention and has proved these three elements has a privilege to access to a large audience in an effective manner”.

Austin and Pinkleton (2015), “Selection of mode for effective media campaign, choosing the effective and appealing message for campaign, allocating the sufficient budget for advertisements, are the main concern in public service advertisements”.

Chanchal Sachdeva (2015), “the important recommendation in paper this were given by authors are that the emotional appeal done by celebrities is able the change thinking of the people towards the issues which are conveyed in public service advertising. Other thing also observed by the author that when an advertising of health-related issues is done by any sport celebrity it creates more impact on the mind of people”.

Logambal (2016), “in his research paper emerging trends in advertising states that there have been huge changes in the Indian advertising through the passage of time. It started with the hawkers calling out their wares at the beginning of the city and market conception. Ads were appeared first time in India in Hicky’s Bengal Gazette, the first Indian weekly newspaper. He mentioned that advertisements in earlier days meant to inform the people, and the early newspapers and periodicals carried the news of birth, death, arrival of ships from England, sale of household goods, etc”.

Sukhmani Mohit Gupta (2016), “this study attempted to identify how television advertisements played a role in transforming the life study of rural consumers. A survey was conducted where data was collected from 400 respondents belonged to households had TV sets. Those respondents were aged between 25-44 years where their major occupation was forming. These respondents agreed that TV ads were the driving force that made them yearn for improvement in lifestyle. TV ads made changes in spending habits, improvement in lifestyle and change in psychology”.

OBJECTIVES OF THE STUDY

- To identify the status of the advertisement in relation to the retail outlets of textile (Standard, Quality, Desire, Cost, Tradition) in Chennai metropolitan area.
- To detect the basic parameters of the advertising and information of the retail outlets of textile (Attention, Identification, Understandability, Reliability, Positive Interest) in Chennai metropolitan area.

- To find out the consumers priority towards the advertisement in retail outlets of textile (Newspaper, Magazine, Radio, Television, Outdoor) in Chennai metropolitan area.

RESEARCH METHODOLOGY

The respondents of the study are the consumers of textile outlets in Chennai metropolitan area. A total of 120 consumers has been divided into 4 different textile outlets, 30 consumer respondents from Pothys Silks, 30 consumer respondents from The Chennai Silks, 30 consumer respondents from Jeyachandran Textiles, 30 consumer respondents from Saravana Stores to measure the status of the advertisement (Standard, Quality, Desire, Cost, Tradition), basic parameters of the advertising and information (Attention: how many people remember that they have seen the commercials, Identification: how closely the advertisement or the product are related to brand or advertiser, Understandability: if the information that advertisement is providing makes any sense, Reliability: does the message include arguments so the potential client can trust it, Positive Interest: if the advertising is interesting enough for a potential customer that it can lead to the purchase of the advertised product) and the consumer priority towards the advertisement in the retail outlets of textile (Newspaper, Magazine, Radio, Television, Outdoor) in Chennai metropolitan area. The Researcher has used Radom sampling as the number of respondents is very high. Corresponding to each question is five Likert numeric scales of the following qualitative equivalents as part of the survey questionnaires.

DATA ANALYSIS AND DISCUSSION

This chapter represents the analysis and interpretation of result related to the effectiveness of advertisement in retail outlets of textile in Chennai metropolitan area. Respondents corresponding to each question using the five numeric scales of the following qualitative equivalents as part of the survey questionnaires: the status of the advertisement (Standard, Quality, Desire, Cost, Tradition), basic parameters of the advertising and information (Attention, Identification, Understandability, Reliability, Positive Interest) and the consumer priority towards the advertisement in the retail outlets of textile (Newspaper, Magazine, Radio, Television, Outdoor) in Chennai metropolitan area.

SCALE	RANGE	DESCRIPTION
5	4.20-5.00	Strongly Agree
4	3.40-4.19	Agree
3	2.60-3.39	Moderately Agree
2	1.80-2.59	Disagree
1	1.00-1.79	Strongly disagree

Table 1: Status of the Advertisement in Relation to the Retail Outlets of Textile in Chennai

A	Status of Advertisement	Textile Industries	Respondents		Mean		Interpretation
			Individual	Total	Individual	Total	
1	Standard	Pothys Silks	30	120	4.13	4.21	Strongly Agree
		The Chennai Silks	30		4.30		
		Jeyachandran Textiles	30		4.04		
		Saravana Stores	30		4.36		
2	Quality	Pothys Silks	30	120	4.17	4.25	Strongly Agree
		The Chennai Silks	30		4.17		
		Jeyachandran Textiles	30		4.32		

		Saravana Stores	30		4.32		
3	Desire	Pothys Silks	30	120	4.23	4.26	Strongly Agree
		The Chennai Silks	30		4.30		
		Jeyachandran Textiles	30		4.28		
		Saravana Stores	30		4.24		
4	Cost	Pothys Silks	30	120	4.33	4.24	Strongly Agree
		The Chennai Silks	30		4.13		
		Jeyachandran Textiles	30		4.36		
		Saravana Stores	30		4.14		
5	Tradition	Pothys Silks	30	120	4.30	4.27	Strongly Agree
		The Chennai Silks	30		4.33		
		Jeyachandran Textiles	30		4.32		
		Saravana Stores	30		4.12		
Aggregate Mean Scores			120		4.24		Strongly Agree

Source: Primary Data.

Table-1 depicts that the status of advertisement in relation to the retail outlets of textile in Chennai are strongly agreed by the consumer respondents of Pothys Silks, The Chennai Silks, Jeyachandran Textiles, and Saravana Stores with the aggregate mean score of 4.24. Specifically, the consumer respondents are strongly agreed with the status of advertisement towards the standard with 4.21, strongly agreed with the status of advertisement towards the quality of cloths with 4.25, strongly agreed with status of advertisement towards the desire with 4.26, strongly agreed with the status of advertisement towards the cost of the cloths with 4.24, strongly agreed with the status of advertisement towards the tradition of the state with 4.27. Overall, consumer respondents are confident enough and highly satisfied towards the status of the advertisement (Standard, Quality, Desire, Cost and Tradition) in the retail outlets of textile in the Chennai metropolitan areas.

Table 2: The Basic Parameters of the Advertisement of Retail Outlets of Textile in Chennai

B	Parameters of Advertisement	Textile Industries	Respondents		Mean		Interpretation
			Individual	Total	Individual	Total	
1	Attention	Pothys Silks	30	120	4.07	4.06	Agree
		The Chennai Silks	30		4.13		
		Jeyachandran Textiles	30		4.00		
		Saravana Stores	30		4.04		
2	Identification	Pothys Silks	30	120	4.13	4.21	Strongly Agree
		The Chennai Silks	30		4.20		
		Jeyachandran	30		4.28		

		Textiles					
		Saravana Stores	30			4.24	
3	Understandability	Pothys Silks	30	120	4.27	4.26	Strongly Agree
		The Chennai Silks	30		4.23		
		Jeyachandran Textiles	30		4.36		
		Saravana Stores	30		4.16		
4	Reliability	Pothys Silks	30	120	4.37	4.25	Strongly Agree
		The Chennai Silks	30		4.10		
		Jeyachandran Textiles	30		4.40		
		Saravana Stores	30		4.12		
5	Positive Interest	Pothys Silks	30	120	4.33	4.24	Strongly Agree
		The Chennai Silks	30		4.07		
		Jeyachandran Textiles	30		4.48		
		Saravana Stores	30		4.08		
Aggregate Mean Scores			120			4.20	Strongly Agree

Source: Primary Data.

Table-2 shows that the basic parameters of advertisement towards the retail outlets of textile in Chennai are strongly agreed by the consumer respondents of Pothys Silks, The Chennai Silks, Jeyachandran Textiles, and Saravana Stores with the aggregate mean score of 4.20. Specifically, the consumer respondents are agreed with the parameter of advertisement towards the attention with 4.06, strongly agreed with the parameter of advertisement towards the identification with 4.21, strongly agreed with the parameter of advertisement towards the understandability with 4.26, strongly agreed with the parameter of advertisement towards the reliability with 4.25, strongly agreed with the parameter of advertisement towards the positive interest with 4.24. Overall, consumer respondents are effective and highly satisfied towards the basic parameters of the advertising and information of the retail outlets of textile (Attention, Identification, Understandability, Reliability, and Positive Interest) in Chennai metropolitan area.

Table 3: Consumer's Priority towards the Advertisement in Retail Outlets of Textile

Consumers Priority	Mean Score	Rank
Newspaper	4.31	III
Magazine	4.32	II
Radio	4.21	IV
Television	4.33	I
Outdoor	4.06	V

Source: Primary Data.

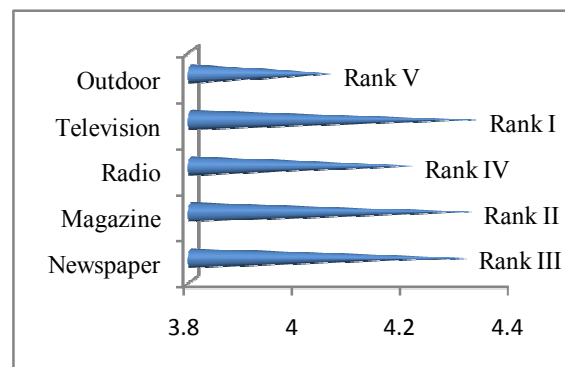


Table-3 reveals that the consumer priority towards the advertisement in retail outlets of textile in Chennai metropolitan area were the consumer respondents of Pothys Silks, The Chennai Silks, Jeyachandran Textiles, and Saravana Stores. In the above table consumer priority towards the advertisement are television has got the first highest score of 4.33 and got 1st rank of consumer's priority, magazine has got the second highest score of 4.32 and got 2nd rank of consumers priority, newspaper has got the third highest score of 4.31 and got 3rd rank of consumers priority, radio has got the fourth highest score of 4.21 and got 4th rank of consumers priority and finally outdoor has got the least score of 4.06 and got the 5th rank of consumers priority.

CONCLUSION

All the retail outlets are giving advertisement for their products in the different media available in the market. Today, in this complex world amidst heavy rush or everything. Having a densely crowded scenario of multiple ads even winking in broad daylight goes unnoticed. Since everyone is advertising, the idea is to do it with innovation. Advertising is of immense utility both to large and small business. There can be no doubt that advertising efforts would result in creation of additional sales. It is not possible to imagine survival of any business, in the absence of advertising. But, when it comes to the parameters of the advertising, the retail outlets of textile has to give the top most priority in order to take hold of the attention of the consumers towards the advertisement.

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