



A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON BUYING BEHAVIOUR OF TRANSGENDER IN COIMBATORE CITY

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ABSTRACT

Advertisement is a commercial transaction involving payment to publishers or broadcasters and others whose media are employed and it is tool of marketing to influence the transgender to buy a product or services. According to Ms. Fukuda- Parr, "Advertisement is not necessarily bad". In fact it is an important way to inform transgender about new choices available to them. Thus, advertising enables the consumers to exercise their right of free choice. Hence the modern advertisements are highly informative and create a high impact on transgender buying decision. This paper is highlights the positive and negative impact of advertisement on transgender.



KEY WORD: Advertisement, Buying Behaviour.

1.1.INTRODUCTION

There have been many studies to develop the measurement of qualitative effects for advertising expression and contents. A number of studies have also found the factors of advertising effects such as favorable attitude, purchase intention and so on (Edell and Burke, 1987; Mehta, 1994). Modern marketing calls for more than developing a good product and making it accessible to target customers. Companies must also communicate with their present and potential customers. To communicate effectively companies hire advertising agencies to develop effective advertisement, sales promotion specialists to design sales specialists to design sales incentive programs and public relations forms to develop the corporate image. Advertisement and publicity are two very different communication tools, even though both employ the mass media as a vehicle for reaching large audience most often advertising messages are inducements to purchase a product. The biggest advantage of advertising is that it gives the organization total control of the message there will be presented to the audience. The biggest disadvantage of advertising are the high price of advertising and the skepticism with which audiences sometimes view advertising that they know is unedited opinion of the advertiser. Advertising is a form of communication for marketing and used to encourage audience to continue. Most commonly the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertisement is considered as an important weapon for the creation of demand for the product. Therefore, most of the manufactures are using advertisement in order to convey persuasive communication to the target buyers. It is not only for a tool through which the manufacturer gets buyers for his product but also it give information and educates the consumers to select suitable products. The process of advertisement is aimed at a group of persons and not at an individual.

INTRODUCTION OF TRANSGENDER

The term “transgender” is relatively new, dating to the mid-1990s. Often, transgender people are not well understood by the general population. It is useful to think of the word “transgender” as an umbrella term that encompasses a number of people who live substantial portions of their sex assigned at birth. This includes transsexuals, cross-dressers and people who feel like their biological sex fails to reflect their true gender. People who do not identify as transgender can be called “cisgender”, meaning that they identify with the sex assigned at birth.

1.2. IMPACT OF ADVERTISEMENT

Role of advertisement is to carry message to the far distances. It is also used to target the scatter is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the product (Abiodun, 2011). Through advertisement transgender shaped and they motivate to buy such products. Researches found that repetition in the advertisement hit in the mind of the transgender which also help them to remember that product and purchase repeatedly (Pope, 2009).

WHAT IS ADVERTISING

Advertising is the concept of communicating a message about goods and services to a transgender. Advertising is done using various media like TV, print, radio, online, outdoor etc where advertisements are showcased showing the value to the transgender. Advertising is one of the most critical components of marketing.

1.3. STATEMENT OF THE PROBLEM

In the present day, the parameters for judging advertising have witnessed a sharp change in the quality and performance of advertising. The advertising agencies is also improved their quality of advertising in our country. The development of technology, media, economics of the advertiser and agency has also significantly influenced to changes in the quality of advertisement. The importance of advertisement in the earlier days is an unnecessary one and now it becomes important one. In the present study the marketers have to understand in a better way how the advertisements may change the customer perception in the purchasing attitudes. It is very important because of the marketers must understand that supply of right quality and quantity of goods and services to consumers at reasonable prices constitutes the responsibility of an enterprise towards its customers.

1.4. OBJECTIVES OF THE STUDY

1. To identify the impact of advertisement on transgender awareness.
2. Identify the factors influencing most to transgender while making buying decision.
3. To know effectiveness of advertising on transgender buying behaviour.
4. To find out the overall satisfaction of the transgender about the products.

1.5. SCOPE OF THE STUDY

This study is concerned with the examination of effect on advertisement of purchase behaviour of customers in Coimbatore city. The in-depth analysis of the behavioural pattern of the customer is also done with which factor influence on purchasing decision making. The present study is limited only to the customers of Coimbatore city.

1.6. METHODOLOGY

Primary data

This study is mainly based on primary data. The primary data have been collected from transgender through interview schedule.

Secondary data

The secondary data are those which have already been collected by someone else and passed through statistical process. Secondary data is collected from books, journal, net and articles.

Tools used

For the purpose of present study simple statistical tool like percentage analysis and advanced statistical tool like chi-square test, was used to analyse the data.

Sample Size

For this purpose of the study 150 transgender are selected, and data were collected using the questionnaire. For the purpose of selection of transgender convenient sampling method is used.

1.6.LIMITATIONS OF THE STUDY

- ◆ There are number of factors that affect the behavior of transgender in Coimbatore city. But in this research, main focus is to study the effectiveness of advertising on buying behavior in the process of purchasing.
- ◆ There are many theories and models that identify the transgender. This research is limiting itself on the scenario to identify transgender behavior variables in the buying process of goods in Coimbatore.
- ◆ Transgender buying behavior would be changed according to kinds of products. Therefore, different factors have different importance in the eye of transgender based on quality and kind of a product.
- ◆ Therefore, this research limits itself only to the effectiveness of internet advertising on transgender behavior in Coimbatore.

REVIEW OF LITERATURE

1. **Mathew, Obedge & Obedge (2013)**, in their study “Influence of Web Advertising on Transgender Behavior”, the study investigates the influence of web advertising on transgender. A survey research method was adopted for this study. The questionnaire was analysed using frequency and simple percentage. They observed that transgender have positive opinion towards web advertising. Web advertisements influence the transgender to use some of the products and services. Majority of respondents had considered web advertisement informative.

2. **Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman & Ahmad (2013)**, in their study, “Impact of Brand Image and Advertisement on Transgender Buying Behavior”, the purpose of this study was to examine the impact of brand image and advertisement on transgender buying behavior. Questionnaire survey was used to collect the data by non-probability convenient sampling technique-finding and show that brand image and advertisement have a strong positive influence and significant relationship with transgender buying behaviour. Advertisement affects transgender buying behavior positively.

3. **Eyup Akin K. TulayYenicer, and MultemMetinDemirela (2012)**, examined the impact of new product advertisement on transgender attitude towards brand and advertisement avoidance behavior of transgender. The study revealed that the transgender evaluate an advertisements value on the above three dimensions and it has an impact on transgender brand choice.

4. **Usman Owlabi Akeem (2010)**, focused on transgender attitude towards internet advertising and online sales. This study used chi-square, simply frequency distribution and tables as major statistical tools for data analysis and test of hypothesis. It was found that there is a relationship between perfect knowledge about market situations concerning internet facilities and exact information on transgender behaviour on e-commerce, high cost of providing information scientifically through internet adverts affect transgender behaviour especially the local communities that are illiterate.

DATA ANALYSIS AND INTERPRETATION

Table No-4.1
Table Showing the Influence of your Purchase Decision

Purchase Decision	No. of Transgender	Percentage (%)
Advertisements	60	40
Friends	50	33
Parents	25	17
Others	15	10
Total	150	100

Source : Primary data

Interpretation:

The above table shows the effectiveness of advertisements possessed by the transgender, from the table it is inferred that out of 150 respondents 60(40%) of the transgender purchase decision are advertisement, 50(33%) of the transgender purchase decision are friends, 25(17%) transgender purchase decision are Parents, and 15(10%) of the transgender purchase decision are others.

The majority 60(40%) of the transgender purchase decision are Advertisements.

Table No-4.1
Chart Showing the Influence of your Purchase Decision

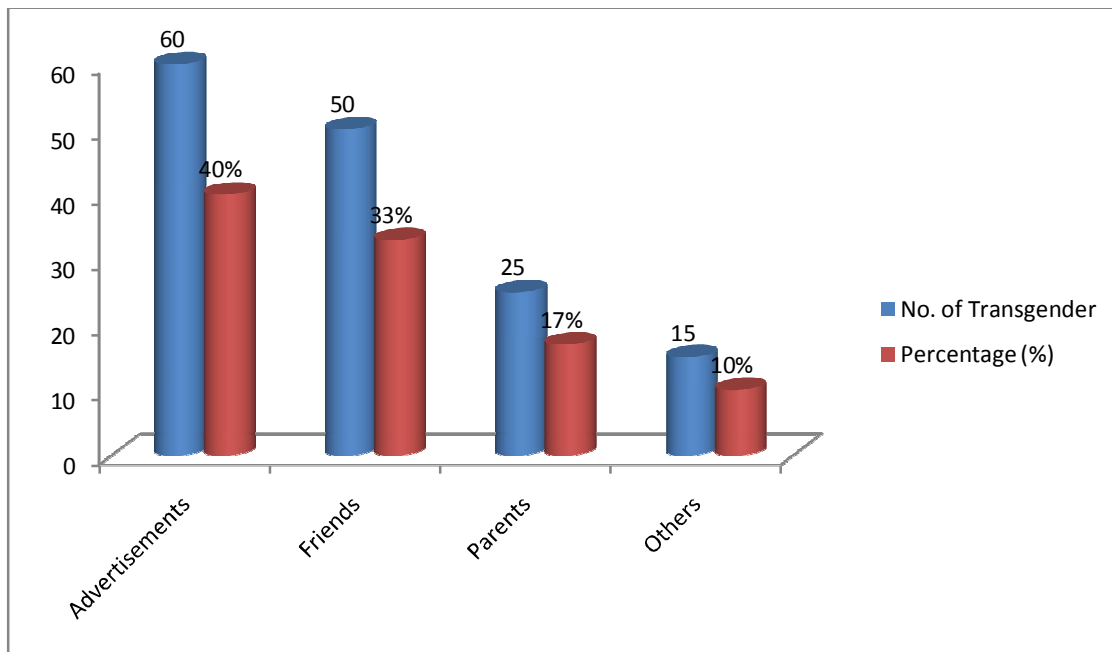


Table No-4.2
Factors Influencing while making Buying Decision

Factors	No. of Transgender	Percentage (%)
Price	40	27
Quality	45	30
Income	35	23
Others	30	20
Total	150	100

Source : Primary data

Interpretation:

The above table shows the factors influencing while making buying decision, from the table it is inferred that out of 150 respondents 40(27%) of the transgender factors influencing are Price, 45(30%) of the transgender factors influencing are Quality, 35(23%) of the transgender factors influencing are Income, and 30(20%) of the transgender factors influencing are others.

The majority 45(30%) of the transgender factors influencing are Quality.

Chart 4.2
Chart Showing the Factors Influencing while making Buying Decision

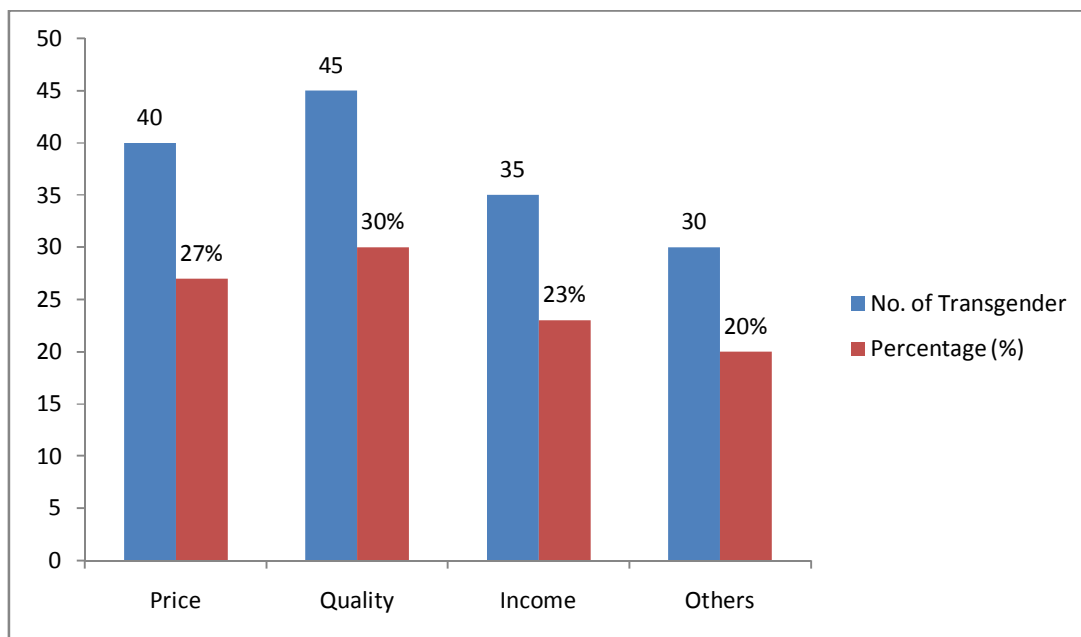


Table No-4.3

AGE AND FACTORS OF THE TRANSGENDER

Null Hypothesis (Ho):

There is no significant relationship between Age and Factors of the transgender.

Alternate Hypothesis (H1):

There is significant relationship between Age and Factors of the transgender.

Age/ Factors	Below 20 years	21-30 years	31-40years	Above 41 years	Total
Price	7 (8.53)	14 (14.4)	10 (8.8)	9 (8.26)	40
Quality	15 (12.8)	25 (21.6)	10 (13.2)	10 (12.4)	60
Income	7 (6.4)	10 (10.8)	6 (6.6)	7 (6.2)	30
Others	3 (4.26)	5 (7.2)	7 (4.4)	5 (4.13)	20
Total	32	54	33	31	150

Source: Primary data

The above table reveals that out of 40 transgender are Price, 7 transgender in below 20 years, 14 transgender in 21-30 years, 10 transgender in 31-40 years, and 9 transgender in above 41 years.

The above table reveals that out of 60 transgender are Quality, 15 transgender in below 20 years, 25 transgender in 21-30 years, 10 transgender in 31-40 years, and 10 transgender in above 41 years.

The above table reveals that out of 30 transgender are Income, 7 transgender in below 20 years, 10 transgender in 21-30 years, 6 transgender in 31-40 years, and 7 transgender in above 41 years.

The above table reveals that out of 20 transgender are Others, 3 transgender in below 20 years, 5 transgender in 21-30 years, 7 transgender in 31-40 years, and 5 transgender in above 41 years.

Factors	Calculated Chi-square value	Table value at 5% level	Degree of freedom	Remark
Age and factors of the transgender	2.984	16.919	9	Accepted

Degree of freedom @ 5% level:

$$\begin{aligned}
 &= (R-1) (C-1) \\
 &= (4-1) (4-1) \\
 &= 3 \times 3 \\
 &= 9
 \end{aligned}$$

Calculated Value = 2.984

Table Value = 16.919

Inference:

The calculated value (2.984) is less than the table value (16.919). So, the Null hypothesis is accepted. Hence, there is no significant relationship between Age and Factors of the transgender.

Table No-4.4

EDUCATIONAL QUALIFICATION AND PURCHASE DECISION OF THE TRANSGENDER

Null Hypothesis (Ho):

There is no significant relationship between Educational qualification and Purchase Decision of the transgender.

Alternate Hypothesis (H1):

There is significant relationship between Educational Qualification and Purchase Decision of the transgender.

Educational Qualification/Purchase Decision	Illiterate	School Level	Graduate	Post Graduate	Total
Advertisements	10 (9.00)	13 (14.00)	17 (18.00)	10 (9.00)	50
Friends	5 (7.20)	8 (11.20)	17 (14.40)	10 (7.20)	40
Parents	4 (5.40)	10 (8.40)	13 (10.80)	3 (5.40)	30
Others	8 (5.40)	11 (8.40)	7 (10.80)	4 (5.40)	30
Total	27	42	54	27	150

Source: Primary data

The above table reveals that out of 50 transgender are Advertisements, 10 transgender in Illiterate, 13 transgender in School level, 17 transgender in Graduate, and 10 transgender in Post Graduate.

The above table reveals that out of 40 transgender are Friends, 5 transgender in Illiterate, 8 transgender in School level, 17 transgender in Graduate, and 10 transgender in Post Graduate.

The above table reveals that out of 30 transgender are Parents, 4 transgender in Illiterate, 10 transgender in School level, 13 transgender in Graduate, and 3 transgender in Post Graduate.

The above table reveals that out of 30 transgender are Others, 8 transgender in Illiterate, 11 transgender in School level, 7 transgender in Graduate, and 4 transgender in Post Graduate .

Factors	Calculated Chi-square value	Table value at 5% level	Degree of freedom	Remark
Age and factors of the transgender	2.984	16.919	9	Accepted

Degree of freedom @ 5% level:

$$\begin{aligned}
 &= (R-1) (C-1) \\
 &= (4-1) (4-1) \\
 &= 3 \times 3 \\
 &= 9
 \end{aligned}$$

Calculated Value = 2.984

Table Value = 16.919

Inference:

The calculated value (2.984) is less than the table value (16.919). So, the Null hypothesis is accepted. Hence, there is no significant relationship between Educational Qualification and Purchase Decision of the transgender.

SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

Findings

- ◆ The majority 20(40%) of the transgender purchase decision are Advertisements.
- ◆ The majority 20(40%) of the transgender factors influencing are Quality.

SUGGESTIONS

- Advertisement will be able to change the opinion of the transgender about the product.
- Transgender are likely to watch more of the advertisements which affect their opinion.
- Advertisement will easily convince the transgender for the product.

- The advertisement should neither be long nor be too short.
- Transgender buying behavior should be continuously observed while preparing the advertisement messages/Ads.
- The advertisement messages must be clear so that the common transgender can also understand them.
- Advertisement policy should be designed accordingly geographically, to keep in mind the socio economic status of the transgender.

CONCLUSION

Our purpose of this study was to examine the effectiveness of advertisements on transgender buying behavior. For the purpose of this study, survey questionnaire method was used. It is found that transgender give more attention to T.V advertisements more importance is given to theme of advertisements. Actors used in advertisement have highest influence on transgender than any other person. It is concluded that advertisement do impact on buying behavior of transgender and very essential for business. It should be regarded more an investment than expenditure.

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