

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BRAND CHOICE BEHAVIOUR TOWARDS MILK (WITH SPECIAL REFERENCE TO TIRUCHENGODE REGION)

DR. R. SUBRAMANIYA BHARATHY
ASST. PROFESSOR
PERIYAR INSTITUTE OF MANAGEMENT STUDIES
PERIYAR UNIVERSITY
SALEM

N.GEETHA
RESEARCH SCHOLAR
PERIYAR INSTITUTE OF MANAGEMENT STUDIES
PERIYAR UNIVERSITY
SALEM

ABSTRACT

The purpose of this study is to explore the impact of advertisement on consumer brand choice for milk where many brands are heavily advertised. Being milk is a basic Energetic Food to all age group people irrespective of their Economic status and occupation. This analysis will give some deep knowledge about how advertising is affect consumer buying behavior in their brand choice and level of influence of advertisement on consumer purchase decision of the customers is advertisement. For this Research study data collected through structured questionnaire among 100 randomly selected consumer in and around of Tiruchengodu region. With support of statistical tool of percentage and chi-square the collected data are examined and come to conclusion about the role of advertisement in consumer brand choice behavior.

KEYWORDS

Energetic Food, brand choice, advertisement, Purchase Decision.

INTRODUCTION

The most attractive and impressive element of promotion mix is advertising. In everyday life, Consumer gets information through various sources like T.V, newspaper, mail and magazines, outdoor bill boards moving ads in buses and taxicabs etc. In this way advertisement play a major role in distributing information to the target consumer and create demand for the products. Manufactures or sellers attract or retain the consumer by the way of attractive advertisement only because advertisement serves a dominant role in creating product awareness. Hence, Advertisings is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a foremost essential tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

CONSUMER BUYING BEHAVIOUR

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for studying how people buy, what they buy, when they buy and why they buy both individually and in group. It blends elements from psychology, sociology, anthropology and economics. Knowledge of consumer buying behavior helps the firms to design their marketing strategies and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. Understanding of these issues helps companies to adapt strategies by taking the consumer into consideration.

OUTCOME OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. It is designed in such a way that it creates and reinforces brand image and brand loyalty. Thus, advertising plays a very important role in forming consumer buying behavior. Advertising is usually important for triggering the first time purchase of the product

SUMMARY OF PREVIOUS STUDIES

Advertising is more than a tool for selling. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to created distinctiveness and preference. To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of Researches

J. Varaprasd Reddy (2006) in his study 'Role of Advertising in Creating Brand Personality' says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

Susan Chirayath (2007) says in their research 'Impact of Promotional Activities on Consumer Buying Behavior' that, FMCG Sector in India is characterized by cut throat competition, which leads to brand proliferation in various categories. In matured urban markets consumer sales promotion to differentiate one's offer is a very common practice. In fact consumers are lured by the ever increasing budget allocated to these activities. In such a scenario it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of the consumer. Since the final risk being low, consumers do not mind switching from one brand to another due to sales promotion offers. Thus it becomes imperative to the marketer to learn about consumer preferences with respect to sales promotion offers, what schemes do the consumers prefer for what kinds of brands, which media they prefer to learn about the schemes, whether they prefer incentives immediately or at a later date.

Amit Kumar (2011) in his paper 'Celebrity Endorsements and its impact on consumer buying behavior' focuses on the perception of Indian consumers aboutcelebrity endorsements, the celebrity attributes likely to influence consumer purchase intentions. The practice of celebrity endorsements has proliferated overtime. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-millionindustry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behavior.

RATIONAL OF THE STUDY

This study was conducted to find the impact of advertisement on consumers’ brand choice behavior with reference to milk. Advertisement is everywhere in our life like on television, radio, newspaper and billboards are common medium’s through which advertisement reach to us. Advertiser and marketers are more concerned to know what are the consumer’s motives and their purchasing pattern in order to use different strategies to influence their consumer brand choice behavior .The consumers are consume milk in daily routine and demand is constant so the marketer’s focused heavily to judge psyche of consumers; what they like, why they like and what will be appreciable in. Advertisements of milk should concern about variety of milk and its benefit.

OBJECTIVES OF THE STUDY

In this research work has the following objectives:

- To study the impact of advertisement on consumer brand choice behavior.
- To Know which media is suitable for milk advertisement
- To examine at level advertisement support consumer in their brand choice
- To suggest recommendation for further improvement in advertisement

LIMITATIONS OF THE STUDY

- The study was confirmed in selected place only. Therefore the findings may not be true in other areas.
- The samples and time of the study was limited.
- Few respondents are not giving the proper answer
- Few respondents are reluctant to reveal their true opinion
- Finding of this study is only based on the information given by the respondents

Despite of the limitation, a sincere attempt has been made to collect and analyze the data and present the information as accurate as possible.

RESEARCH METHODOLOGY

The research design involves a series of rational decision making choices relating to decisions regarding the purpose of study, where the study will be conducted, type of the study, the extent to which the researcher manipulates and controls the study, the temporal aspect of the study(time horizon), and the level at which the data will be analyzed. In addition, decision have to be made as the type of the sample to be used(sample design), how data will be collected (data collection method), how the variables will be measured and how they will be treated.

TYPE OF RESEARCH

The type of research adopted is descriptive research.

DATA SOURCES

Both primary and secondary data are collected for the completion of this study.

PRIMARY DATA

Primary data is collected using questionnaires. These questionnaires are circulated among the general people in triuchegode region namakkal district.

SECONDARY DATA

Secondary data is collected mostly from websites, company profiles,records as well as journals.

❖ **SAMPLING PLAN**

Sampling unit - It includes the general public who lived in and around of Tiruchengode.

Sample size - 100

Sampling Technique - Convenience sampling method.

TOOLS FOR ANALYSIS

Data is collected with the help of questionnaires. The collected data were tabulated and analyzed with the help of simple percentage method using bar diagrams, pie charts, Chi-square method[Level of significant 5%, Degree of freedom(r-1)(c-1)].

- **Simple Percentage** : Percentage = (Value/Total Value) *100
- **Chi-square** : Chi – Square = $\chi^2 = \frac{\sum (Fo-Fe)^2}{Fe}$

ANALYSIS AND INTERPRETATION

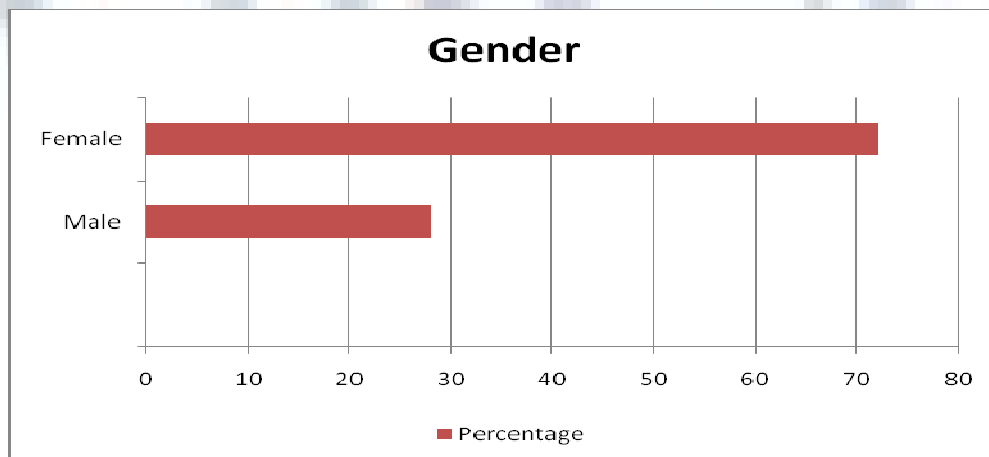
1. The table shows the classification of respondent on the basis of gender:

GENDER

Gender	No. of respondents	Percentage
Male	28	28
Female	72	72
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 72 % of the respondent are Female and 28 % of the respondents are Male.



2. The table represents the respondent's age group:
AGE

Age	No. of respondents	Percentage
Below 15 yrs	07	07
15-25 yrs	26	26
26-35 yrs	42	42
Above 35 yrs	25	25
Total	100	100

SOURCE: PRIMARY DATA

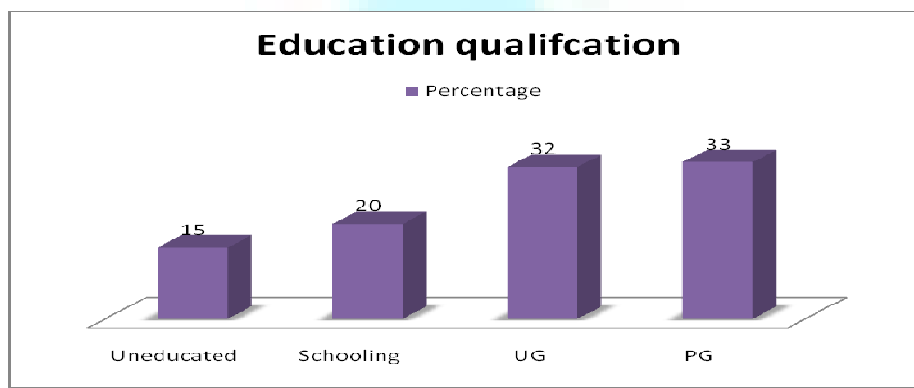
INFERENCE: The above table represent that 42% of the respondent are belongs to age group of 26-35 yrs 26 % of the respondents are belongs to age group of 15-25 yrs, 25% of the respondent are belongs to age group of Above 35 yrs and 7 % of the respondents are belongs to age group of Below15

3. The table shows the Education Qualification of the respondent
EDUCATION QUALIFICATION

Education Qualification	No. of respondents	Percentage
Uneducated	15	15
Schooling	20	20
UG	32	32
PG	33	33
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The table indicates that 33% of the respondent are complete their PG 32% of the respondents are complete their UG, 20% of the respondent are complete their Schooling and 15 % of the respondents are Uneducated.



4. The table shows the classification of respondent on the basis of their Occupation
OCCUPATION

Occupation	No. of respondents	Percentage
Business	25	25
Private employee	34	34
Govt. employee	28	28
Agriculture	10	10
Other	03	03
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 34 % of the respondents are private employee, 28 % of the respondents are government employee 25% of the respondents are Business 10 % of the respondents are doing agriculture and 3 % of the respondents are other

5. This table indicates the number of Person in the respondent's family
NUMBER OF PERSON

Number of Person	No. of respondents	Percentage
2	27	27
3	20	20
Above 3	53	53
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The table indicates that 53 % of the respondents have above 3 persons in their family 27 % of the respondents have 2 persons in their family and 20 % of the respondents have 3 persons in their family.

6. The table represents the number earning Person in the respondent's family
NUMBER EARNING PERSON

Earning Person	No. of respondents	Percentage
1	14	14
2	26	26
3	47	47
Above 3	12	12
Total	100	100

SOURCE: PRIMARY DATA

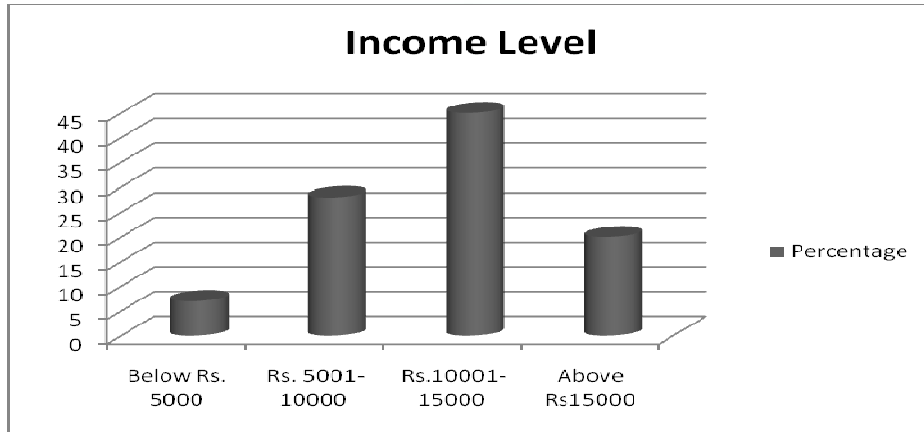
INFERENCE: From the above table it is inferred that 47 % of the respondents have 3 earning persons in their family 26 % of the respondents have 2 earning persons in their family 14 % of the respondents have 1 earning persons in their family and 20 % of the respondents have above 3 earning persons in their family.

7. The table shows the respondent's Income level
INCOME LEVEL

Income level	No. of respondents	Percentage
Below Rs. 5000	07	07
Rs. 5001-10000	28	28
Rs.10001- 15000	45	45
Above 15000	20	20
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table represents that 45 % of the respondents having Rs 10001-15000 as monthly income. 45 % of the respondents are having Rs 10000-15000 as their monthly income 25 % of the respondents are having Rs 5001-10000 as their monthly income.20 % of the respondents are having Above Rs15000 as their monthly income and7 % of the respondents are having Below Rs 5000 as their monthly income.

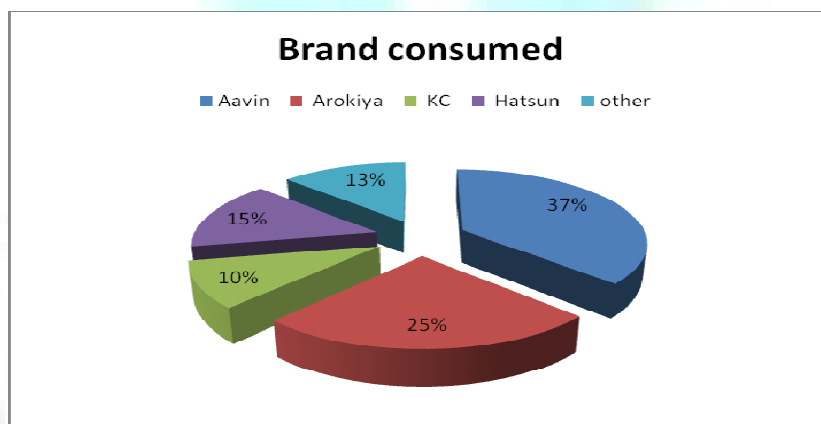


8. The table shows brand of milk consumed by the respondent
BRAND OF MILK CONSUMED

Brand	No. of respondents	Percentage
Aavin	37	37
Arokiya	25	25
KC	10	10
Hatsun	15	15
other	13	13
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 37 % of the respondents are consumed Aavin milk ,25 % of the respondents are consumed Arokiya milk,15 % of the respondents are consumed Hatsun milk,13 % of the respondents are consumed other milk and 10 % of the respondents are consumed KC milk.

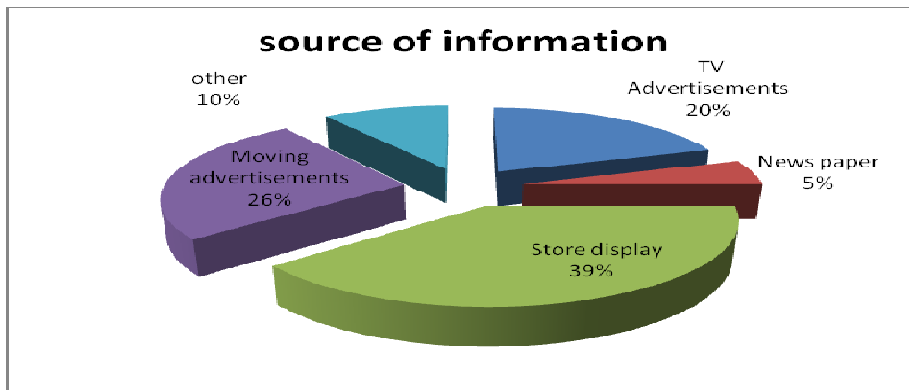


9. The shows the source by which the respondent know their brand
SOURCE OF INFORMATION

Source of information	No. of respondents	Percentage
TV Advertisements	20	20
News paper	05	05
Store display	39	39
Moving advertisements	26	26
other	10	10
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table represents that 39 % of the respondents are known their brand through store display 26 % of the respondents are known their brand through Moving advertisements , 20 % of the respondents are known their brand through TV Advertisements , 10 % of the respondents are known their brand through other and5 % of the respondents are known their brand through News paper.



10. The table represent whether the respondent see any mode of milk advertisement
SEEN ADVERTISEMENT

seen advertisement	No. of respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 100% of the respondents are see milk advertisement in any one of mode.
 11. The table indicates in which media the respondent see milk advertisement frequently

MEDIA

Media	No. of respondents	Percentage
TV Advertisement	24	24
News paper	11	11
Moving Advertisement	16	16
Store display	37	37
Other	12	12
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 37 % of the respondents are see milk advertisement frequently in Store display, 24 % of the respondents are see milk advertisement frequently TV, 16 % of the respondents are see milk advertisement frequently in Moving Advertisement, 12 % of the respondents are see milk advertisement frequently in Other and 11% of the respondents are see milk advertisement frequently in News paper

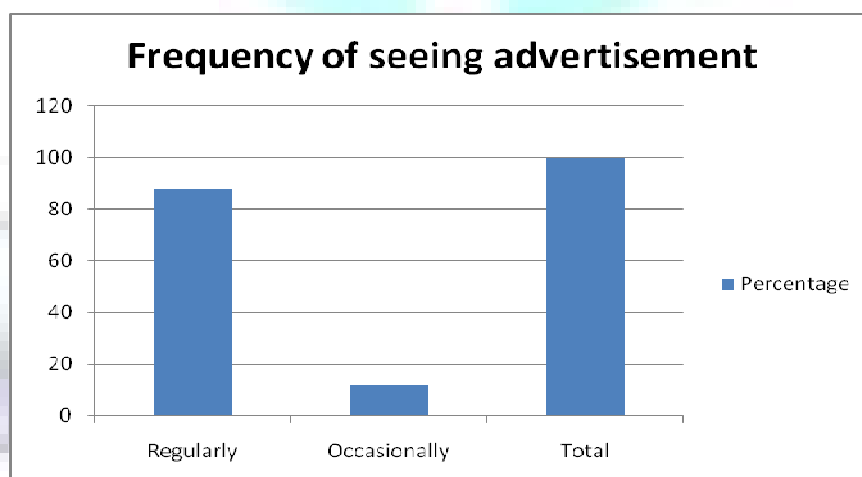
12. The table shows how often the respondents see milk advertisement

FREQUENCY OF SEEING MILK ADVERTISEMENT

Frequency	No. of respondents	Percentage
Regularly	88	88
Occasionally	12	12
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table represent that 88 % of the respondents are frequently see milk advertisement and 12 % of the respondents are occasionally see milk advertisement.



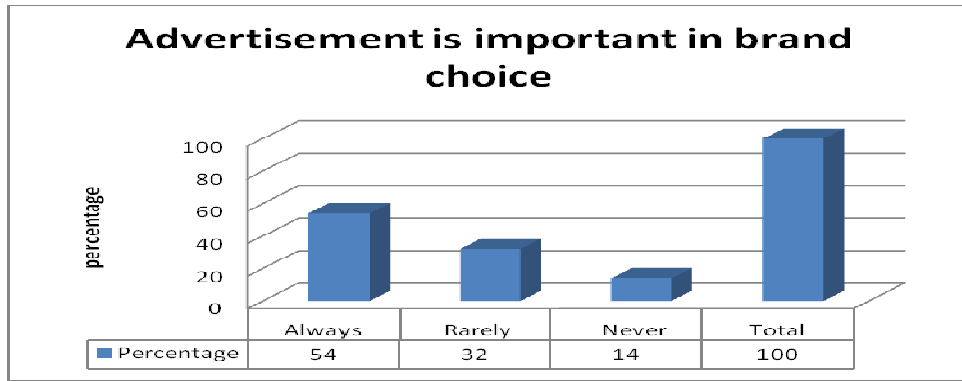
13. The table shows the importance of advertisement for the respondent's brand choice

IMPORTANCE OF ADVERTISEMENT

Importance Of Advertisement	No. of respondents	Percentage
Always	54	54
Rarely	32	32
Never	14	14
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table indicate that 54 % of the respondents feel advertisement is important for their brand choice, 32 % of the respondents feel advertisement is rarely important for their brand choice and 14 % of the respondents feel advertisement is never important for their brand choice.



14. The table shows how advertisements help the respondent in their brand choice

Advertisements helps	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total
	I can easily know about different brand	70	22	08	0	0
Reduce the probability of risk in decision making	0	56	31	13	0	100
I believe brand advertised is in good quality	0	40	35	25	0	100
The impact of advertisement is high in my brand choice	0	47	32	21	0	100
Easy for comparison		59	0	41	0	100
Updating of new brand	64	32	04	0	0	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 98 % of the respondent says that through advertisement they update the new brands in the market and 40 % of the respondents believe that brand advertised is in good quality.

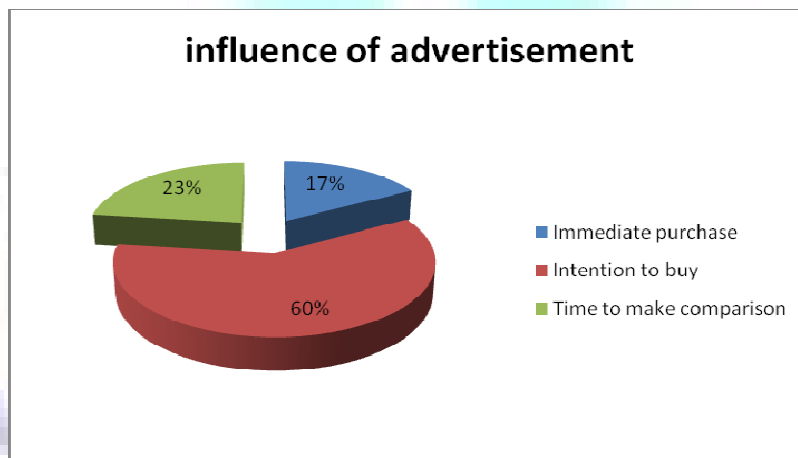
15. The table shows the level of influence of advertisement on respondent purchase

INFLUENCE OF ADVERTISEMENT

Influence of advertisement	No. of respondents	Percentage
Immediate purchase	17	17
Intention to buy	60	60
Time to make comparison	23	23
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table represent that 60 % of the respondents says milk advertisement create Intention to buy, 23 % of the respondents says milk advertisement make them to compare with other brand and 17 % of the respondents says milk advertisement make them to purchase immediately.



16. The table represent how advertisement support the company

SUPPORT THE COMPANY

support the company	No. of respondents	Percentage
Increase the sales	68	68
Creating and maintaining a brand identity	12	12
Communicating the product changes	10	10
Increase the buzz-value of the brand	10	10
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that 68 % of the respondents are feel that advertisement is the best way to increase the sales of the company, 12 % of the respondents are feel that through advertisement company can Create and maintain brand identity, 10 % of the respondents are feel that through advertisement company can easily communicating the product changes and 10 % of the respondents are feel that advertisement increase the buzz-value of the brand

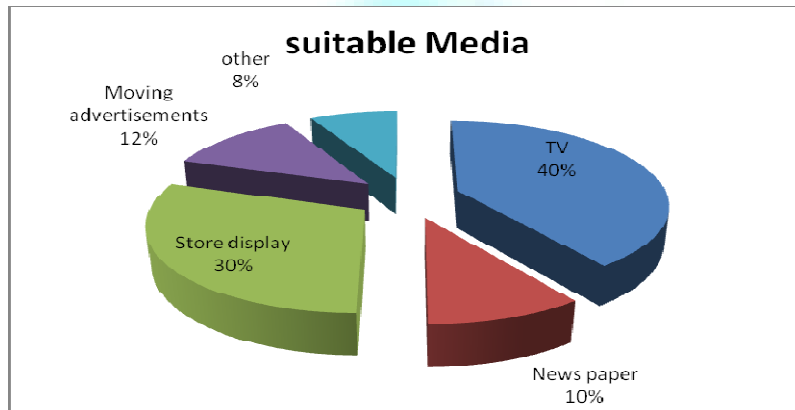
17. The table shows the suitable media for milk advertisement

SUITABLE MEDIA

suitable media	No. of respondents	Percentage
TV	40	40
News paper	10	10
Store display	30	30
Moving advertisements	12	12
other	08	08
Total	100	100

SOURCE: PRIMARY DATA

INFERENCE: The above table indicate that 40 % of the respondents feel TV is suitable media for milk advertisement, 32 % of the respondents feel Store display is suitable media for milk advertisement, 12 % of the respondents feel Moving advertisement is suitable media for milk advertisement, 10 % of the respondents feel News paper is suitable media for milk advertisement and 8 % of the respondents feel the above media is not suitable for milk advertisement.



CHI-SQUARE ANALYSIS

The following table shows the relationship between Gender and brand consumed by the respondent.

TABLE 1: RELATIONSHIP BETWEEN GENDER AND BRAND CONSUMED

Brand \ Gender	Aavin	Arokiya	KC	Hatsun	other	Total
Male	9	5	3	5	6	28
Female	28	20	7	10	7	72
Total	37	25	10	15	13	100

HYPOTHESIS

H₀: There is no significant relationship between gender and Brand consumed by the respondents.

H₁: There is significant relationship between gender and Brand consumed by the respondents.

Factors	Calculated value	Table value	Degree of freedom	Level of significant
Gender and brand consumed	3.39	9.48	4	5

INFERENCES

From above table it is inferred that calculated value (3.39) is lesser than table value (9.48) so we Accept H₀ (null Hypothesis) and Reject alternative hypothesis (H₁). Hence there is no significant relationship between gender and Brand consumed by the respondents.

The following table shows the relationship between education and importance of advertisement:

TABLE 2: RELATIONSHIP BETWEEN EDUCATION AND IMPORTANCE OF ADVERTISEMENT

Advertisement \ Education	Always	Rarely	Never	Total
Uneducated	10	3	2	15
Schooling	12	5	3	20
UG	20	10	2	32
PG	12	14	7	33
Total	54	32	14	100

HYPOTHESIS

H₀: There is no significant relationship between Education and importance of advertisement for the respondent brand choice.

H₁: There is significant relationship between Education and importance of advertisement for the respondent brand choice.

Factors	Calculated value	Table value	Degree of freedom	Level of significant
Education and importance of Advertisement	7.58	12.59	6	5

INFERENCES

From above table it is inferred that calculated value (7.58) is lesser than table value (12.59) so we Accept H₀ (null Hypothesis) and Reject alternative hypothesis (H₁). Hence there is no significant relationship between Education and importance of advertisement for the respondent brand choice.

The following table shows the relationship between income and brand consumed by the respondent.

TABLE 3: RELATIONSHIP BETWEEN INCOME AND BRAND CONSUMED

brand	Aavin	Arokiya	KC	Hatsun	other	Total
Income						
Below Rs5000	2	1	1	1	2	7
Rs 5000 -10000	12	8	1	3	4	28
Rs 10001 -15000	16	11	5	8	5	45
Above Rs 15000	7	5	3	3	2	20
Total	37	25	10	15	13	100

HYPOTHESIS

H₀: There is no significant relationship between Income and Brand consumed by the respondents.

H₁: There is significant relationship between Income and Brand consumed by the respondents

Factors	Calculated value	Table value	Degree of freedom	Level of significant
Income and Brand consumed	4.93	21.02	12	5

INFERENCES

From above table it is inferred that calculated value (4.93) is lesser than table value (21.02) so we accept H₀ (null Hypothesis) and reject alternative hypothesis (H₁). Hence there is no significant relationship between Income and Brand consumed by the respondents

FINDINGS

With the help of analysis and interpretation the following findings are find out through this study

- 78 % of the respondents are Female
- 42% of the respondents are belongs to age group of 26-35 yrs
- 33% of the respondents are complete their PG
- 34 % of the respondents are private employee
- 53 % of the respondents have above 3 persons in their family
- 47 % of the respondents have 3 earning persons in their family
- 45 % of the respondents have Rs 10001-15000 as their monthly income.
- 37 % of the respondents are consumed Aavin milk
- 39 % of the respondents are known their brand through store display
- 100% of the respondents are seeing milk advertisement in different mode.
- 37 % of the respondents are seeing milk advertisement frequently in Store display.
- 88 % of the respondents are frequently seeing milk advertisement
- 54 % of the respondents feel advertisement is important for their brand choice
- 98 % of the respondent says that through advertisement they update the new brands in the market
- 60 % of the respondents says milk advertisement create Intention to buy
- 68 % of the respondents are says that advertisement is the best way to increase the sales of the company
- 40 % of the respondents feel TV is suitable media for milk advertisement

HYPOTHESIS FINDING

- There is no significant relationship between gender and Brand consumed by the respondents.
- There is no significant relationship between Education and importance of advertisement for the respondent brand choice
- Hence there is no significant relationship between Income and Brand consumed by the respondents

CONCLUSION

This research study reveals that advertisement significantly influence the consumer behavior and attitude. Advertising satisfies the needs of the firm as well as the wishes of consumers. Advertisement role can never be replaced by any other means in this dynamic world of ours. Advertisements become the motivational sources which motivates consumer to materialize the purchase of their brand which helps the consumer for product evaluation and brand recognition. Irrespective of product advertisement play a major role in the formation of positive attitude among the consumers. According to Robinson advertisement make demand for product in inelastic way in long run. Therefore all firm should develop suitable strategize and know when and where they should advertise to gain maximum returns.

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