



A STUDY ON INFLUENCE OF ADVERTISEMENT AMONG HOUSEWIVES WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT

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ABSTRACT

In today's competitive world, it is important to advertise organizations, products, ideas and services to grab the attention of consumers. Marketers try to influence the buying behavior of consumers by investing in various media. Every advertisement has a an ability to engage the target customers in different ways. Advertisements induce purchase decisions of people by developing self-concepts. The present study intends to explore the influence of advertisement among housewives with special reference to Malappuram District. The conclusions are drawn based on primary data collected from 80 housewives who are conveniently selected and both descriptive and inferential statistics are used. The study concludes that

there is relationship between age of costumers and price of products purchase and also There is no relationship between educational qualification of costumers and quality of products purchase.

Key words: Advertisement, Consumer buying behavior, Housewives, Price, Quality

I. Introduction

Advertisement is a tactic in marketing that involves paying for space to promote an organization, its services or products or ideas. It is a method of generating publicity. The objective of advertising is to reach the customers who are likely to be ready to pay on an organization's services or products and also induce them to purchase. It is a commonly used non personal communication about an organization, its products, ideas or services which is transmitted to a target customer through various media. All over the world advertisement has become as a economic and social phenomenon of wide scope in the recent years and also influence of advertisement is becoming a subject of debates and discussions in society. Advertising is also very useful to housewives because of they are getting information that is necessary when they have to make a choice amongst variety of products and services. Another school of thought says that housewives are cheated by deceptive advertisement because they may easily fall in deceptive offers. So the merit and demerit of the advertisements and its influence on housewives need to be recognized.

Today we are frequently confronted with various advertisements through several media like TV newspapers, radio, internet and various other media daily. Housewives are not exempted from it. In fact, it has become an inevitable part of our daily life. Advertisements are the most and controversial out of all marketing activities. Advertising is a method that can easily reach the in the mind of female consumers because they are more attracted by offers in advertisement that promises the products that will give them something special for satisfaction. Advertisement not only can make change in emotions but also it can give subliminal message. Advertisement is one of the most visible strategies used by marketers. Advertising have been the subject of a great deal of attention in the last fifteen to twenty years. Today advertising seems to be everywhere and ever present, tries to far reach of influence on daily life of people. Advertisements induce purchase decisions of people by developing self-concepts.

In this research study, role of advertisement among housewives with special reference to Malappuram District will be studied.

II. Review of Literature

MacKenzie and Lutz (1989) concluded in his study that advertising has a credibility that helps consumers' to make general perceptions on the reliability, truthfulness, believability and trustworthiness of an advertisement., It is almost impossible for marketers to deliver information of products and services to buyers without use of advertising in modern world. This may be caused by globalization and accessibility of many channels for the people of modern era.

Bishnoi and Sharma (2009) in their research they tried to find the television advertising influences the buying behavior and the background of the consumer. Teenagers from both boys and girls from rural and urban were taken as samples for study. Taking demographic features like age, gender, annual income, education, as factors, Analysis of variance, percentage analysis, average, counts were used for analysis. They conclude that rural teens prefer more advertisements than their urban teens. The urban customers watch the advertisements of the products which they believe those are very good and useful to them. Advertisement influence on purchase behaviour of girls is less than boys.

Dinu (2012) in his study he aimed to find out the importance of advertising on consumer behaviour. The study reveals that discounts play a major role in purchase decision and majority of the costumers are interested in branded products. They are getting attracted to new products at fairs and exhibitions conducted by manufacturers and traders. Internet advertisements are also influencing their purchase decision. Consumer behavior and advertising are dynamic fields, in terms of scientific training and practice. Advertisements are primarily informative and use modern techniques.

Guha (2013) studied the change in the perception and also compared the buying behavior for working female and non working female in urban area and in turn their influence of family members on buying behavior. From his research he concluded that store loyalty and price and quality conscious are more in working females than non-working females. Working females are developing as an important segment for modern marketers.

Karthik (2013) explained in his study about the advertisement's impact on social network and how far social network convey information to its users. Social networks are used as advertising media as they reach to large number of costumers, customized advertising, cost effective, and time spend in internet by people. Social networks help advertisers by giving personal and demographic data from the user's profile and so to customize advertisements easily on target customers. It is one of the simplest media to spread the content and there is high level of accessibility and connects consumers easily. Social media are seen as a big opportunity for target marketing in modern era.

Rai (2013) in his study focused to find out the influence of advertising on consumer buying behaviours and also the influence of advertising on formation of attitude of consumers. It was concluded that the advertisement has an influence on the attitude formation and behaviour of consumers not only in India but also worldwide. The advertisement act as motivational source to the consumers of durable products and also motivates consumers to materialize their purchase. When the target is on quality and price the consumers will be induced more significantly by advertisements. Through the advertisements which are covering brand recognition and product evaluation will be influenced on behaviour and purchase attitude.

III. Research Gap

The review of literature revealed that the studies which examined the truthfulness, reliability and trustworthiness of advertisement, Advertisement influence on teenagers, Importance of advertisement etc. The main purpose of the study is to reach in the answers of the following research questions. a). How advertisement influence the buying behaviour of housewives? b). Weather the age and educational qualification of housewives have impact on buying behaviour? c). what is the attitude of housewives towards advertisement? The problem is stated as "A study on influence of advertisement among housewives with special reference to Malappuram District" This study thus aims to place the gap in previous studies and hence the study is quite relevant in marketing.

IV. Research Problem

Television advertising has a vital role and significant influence on consumer behaviour. Advertisements are sometimes told as the nervous system that is assigned to give maximum possible sensation from objects so the nervous system must awaken in the reader as many different kind of images as the object itself can excite. Advertising effectiveness means different things to the groups responsible for its different effects. Effective advertising must achieve all four goals, delivering messages to the right audience, there by certain at a profit.

This study will help to evaluate influence of advertisement among housewives (Malappuram District)

V. Scope of The Study

In present scenario not only one industry but also all sectors are facing tough competition. thus good marketing is required to grow, stabilize and excel in business performance. For promoting household products, the marketers should focus housewives. The study has been restricted in Thrikkalangode village in Malappuram district. This study is conducted to fund out the influence of advertisement on housewives.

VI. Objectives of The Study

1. To study the influence of advertisement on buying behaviour of housewives.
2. To study the relationship of age and educational qualification of housewives with their buying behaviour.

VII. Hypothesis of The Study

Based on the objectives the following hypothesis were formulated and tested

- 1) H₀ : There is no significant difference between age of respondents and price of products bought
H₁: There is significant difference between age of respondents and price of products bought
- 2) H₀: There is no significant difference between educational qualification of respondents and quality of products bought.
H₁: There is significant difference between educational qualification of respondents and quality of products bought.

VIII. Sample Profile

For the purpose of studying the influence of advertisement among housewives, 80 housewives were selected conveniently (Table No: 1). Out of the 80 respondents 20% were aged between 20 to 30 years, 25% respondents were aged between 30 to 40 years, 47.5% of respondents were 40 to 50 years of age and the balance 7.5% respondents were aged above 50 years. Out of 80 respondents 31.25% of housewife were not qualified plus 2 level, 37.5% of respondents were qualified plus 2 level, 21.25% response were graduates and only 10% respondents were post graduates.

Table No.1: Demographic Features of Respondents

Variable	Category	Frequency	Percentage
Age	20 – 30	16	20
	30 – 40	20	25
	40 – 50	38	47.5
	Above 50	6	7.5
	Total	80	100
Educational Qualification	Below Plus 2	25	31.25
	Plus 2	30	37.5
	Under Graduate	17	21.25
	Post Graduate	8	10
	Total	80	100

Source: Primary Data

IX. Data Analysis and Results**Table No.2: Satisfaction on Advertisement to Purchase Products**

Satisfaction	Frequency	Percentage
Yes	35	43.75
No	45	56.25
Total	80	100

Source: Primary Data

Only 43.75% of housewives were satisfied with the product being purchased as exhibited in the advertisement and 56.25% of housewives were not satisfied with the product being purchased as exhibited in the advertisement (Table No:2).

Table No.3: Interest in Commercial Advertisement

Interest Level	Frequency	Percentage
Highly Interested	8	10
Interested	40	50
No Opinion	16	20
Disinterested	16	20
Total	80	100

Source: Primary Data

Out of the 80 respondents (Table No.3) it is identified that only 8 housewives (10%) are highly interested in commercial advertisements half of the housewives (50%) were interested in commercial advertisement while 20% of them disinterested and remaining 20% of respondent have any opinion (Table No.3).

Table No.4: Impact of Advertisement on Brand Preference

Impact	Frequency	Percentage
Always	16	20
Often	23	28.75
Sometimes	28	35
Rarely	8	10
Never	5	6.25
Total	80	100

Source: Primary Data

(Table No.4) indicates that only 20% of housewives always shifted their preference from one brand to another on the basis of advertisement while 28.75% of housewives often shifted. 35% of house wives sometimes shifted brand preference, 10% of housewives rarely shifted. And only 5 respondents (6.25%) never shifted their brand preference from one to another on the basis of commercial advertisement.

Table No.5: Opinion Towards Importance of Advertisement

Level of importance	Frequency	Percentage
Very Important	21	26.25
Important	27	33.75
Neutral	20	25
Less Important	9	11.25
Unimportant	3	3.75
Total	80	100

Source: Primary Data

(Table No.5) only 26.25% housewives stated the product information in the advertisement were very important to them and 33.75% of housewives stated that is important to them.25% and 11.25% said neutral and less important respectively about the importance of product information in the advertisement. Only 3 housewives (3.75%) stated the advertisement were unimportant to them.

Table No.6: Opinion Towards Features of Brands Specified in Advertisement

Features in advertisement	Frequency	Percentage
Always	14	17.5
Often	17	21.25
Sometimes	33	41.25
Rarely	10	12.5
Never	6	7.5
Total	80	100

Source: Primary Data

Only17.5% of respondents stated the advertisement always tell the brands having the features they were looking. 21.25% of housewives said that advertisement often tell the brand features majority of the housewives (41.25%) said sometimes the advertisement provide the features of brands that they were searching, Only 6 respondents(7.5%) not yet got the details on features of brands through advertisements.(Table No.6)

Table No.7: Effect of Advertisement on Change in Product Preferences

Effect	Frequency	Percentage
Yes	47	58.75
No	33	41.25
Total	80	100

Source: Primary Data

(Table No.7) majority of the housewives (58.75%) were changed their mind to shift from one product to another product after watching advertisement and 41.25% of housewives were not shifted from one product to another on the basis of advertisement.

Table No.8: Relationship Between Age and Price of Products Purchased

Age Group	20 – 30	30 – 40	40 – 50	Above 50	Total
Always	4	6	14	4	28
Often	4	5	9	2	20
Sometimes	5	7	10	0	22
Rarely	2	2	3	0	7
Never	1	0	2	0	3
Total	16	20	38	8	80

Source: Primary Data

- 1) H₀ : There is no significant difference between age of respondents and price of products bought
- H₁: There is significant difference between age of respondents and price of products bought

Table No.8.1: Analysis of Variance

Age Group	Mean	SD	df	F Value	p Value	Accept/Reject H0
20 – 30	3.2	1.64	3	3.60	0.0368	Rejected
30 – 40	4.0	2.92				
40 – 50	7.6	5.03				
Above 50	1.2	1.79				

Source: Primary Data

Here the p value is less than 0.05 (0.0368) so null hypotheses is rejected and concluded that ages of respondents and price of products bought are related.(Table No.8.1)

Table No.9: Relationship between Educational Qualification and Quality of Products Purchased

Educational Qualification	Below Plus 2	Plus 2	Under Graduate	Post Graduate	Total
Always	5	6	9	3	23
Often	2	6	3	4	15
Sometimes	6	3	2	1	12
Rarely	7	10	2	0	19
Never	5	5	1	0	11
Total	25	30	17	8	80

Source: Primary Data

H0: There is no significant difference between educational qualification of respondents and quality of products bought.

H1: There is significant difference between educational qualification of respondents and quality of products bought.

Table No.9.1: Analysis of Variance

Educational Qualification	Mean	SD	df	F Value	p Value	Accept/Reject H0
Below Plus 2	5.0	1.87	3	3.14	0.0544	Accepted
Plus 2	6.0	2.55				
Under Graduate	3.4	3.21				
Post Graduate	1.6	1.82				

Source: Primary Data

Here the p value is more than 0.05 (0.0544) so null hypotheses is accepted and concluded that educational qualification of respondents and quality of products bought are not related.(table No.9.1)

X. Findings of The Study

The major findings of the present study “A study on influence of advertisement among housewives with special reference to Malappuram District” are ;

1. Most of the respondents (47.5%) are belongs to the age group of 40-50.
2. Majority of the housewives (68.75%) are qualified plus two.
3. Majority of the housewives (56.25%) were not satisfied with the product being purchased as exhibited in the advertisement.
4. Half of the housewives are interested in commercial advertisements and 10% of respondents are highly interested in commercial advertisement.
5. 48.75% of the housewives are shifting their preference from one brand to another on the basis of advertisement.
6. 38.75% of housewives opinioned that the advertisements tell the brands having the features they were looking.
7. 60% of respondents opinioned that advertisements are important to get product information.
8. 58.75% of the respondents were shifted from one product to another after watching advertisement.
9. The age of housewives and price of products purchased are related
10. The educational qualification of housewives and quality of products purchase are not related.

XI. Suggestions

1. There is future scope for advertisement of household products since the advertisement influence of purchase decision.
2. Since people do not believe in the positive sides of advertisement, there is a lot to improve to change the perception.
3. There is a scope for emotional appeal in advertisement of household products.
4. It is to better to project and emphasis the quality in the advertisement of the product.
5. Provide good offers to customer such as free gifts.

XII. Conclusion

The study entitled “Influence of advertisement among housewives with special reference to Malappuram District” was under taken with a view to study the influence of advertisement among housewives. For conducting the study the housewives are classified on the basis of age and educational qualification and data collected through questionnaire are presented by using tables. The collected data are analysed and important conclusions are made.. The study reveals that The age of housewives and price of products purchased are related and also There is no considerable relationship between educational qualification of housewives and quality of products they purchase.

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