



A Study On The Effect Of Advertisement On Consumer Brand Preference

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ABSTRACT

There has been constant and intense competition by organizations through the use of advertisement as a tool. Nowadays we as consumers have been encircled or rather sieged by advertisements of different organizations. Market researchers argue that these advertisements are still important in attracting consumers to a certain brand, however critics believe it's becoming less effective. Therefore knowing what happens behind the scenes seems very crucial for major players'. The purpose of this research is to investigate the effects of advertisements on consumer brand preference. A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite. Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. Accordingly we first tried to understand advertisement and how it works and how each brand uses it to achieve its objectives and afterwards past literature on how advertisement has affected brand preference in different fields are presented. The participants in the study are customers of the three major brands that consumer buy and the data collection methods used were both questionnaires and interviews method used is questionnaire. It was evidently concluded that advertisement remains a major tool for companies to gain market share.

INTRODUCTION

The importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programmes that can influence consumers' decision to purchase its products. This is where advertising and brand management are relevant. Advertising is a subset of promotion mix which is one of the

Four 'P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool

in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision. Marketers' survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, advertising plays a major role. Nearly everyone in the modern world influence on some degree by advertising.

Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. In today's world, there are a myriad of media outlets-print, radio, and television are competing for consumers' attention. There are number of creative and attractive advertisements we can see and hear in television, Radio, newspapers and in magazines. Within these media, television advertisements are more attractive and interestingly watched by mass audience. It has often been said that television is the ideal advertising medium where the consumer spends the most "attentive" time. However, the main thing here is, the marketer wants to identify the influence of advertising in consumers brand preference. Nowadays consumer durables (Television, Refrigerator, washing machine, Mixer grinder and Induction Cooker) have become essential part in lifestyle of the people in the society. There are number of brands are available in the market. In those brands, some brands are very famous not only in India but also globally. For these brands, different advertisements are available in different media. Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers. This research studies about the "The Impact of Advertisement on Brand Preference of the Consumer", which is one of the most competitive markets in Kerala. Every Brand in this market use Advertisement as a major weapon to overcome the fierce Competition.

REVIEW OF LITERATURE

Muda et al (2012), A very common practice in advertisement today is the use of celebrities as endorsers. It is a common practice by the mobile network GLO and has become a sort of symbol for them. Celebrities in advertising make the advertisement more noticeable to consumers; it makes a brand differ from other brands that use common people and therefore a good basis of capturing and retaining consumer attention.

Zhou &Whitla, (2013) Recent Studies show that using celebrities in advertising increases the message's persuasiveness on consumers which results in consumer's easy

identification and recall of the products and service.

Jin &Phua(2014),This is all due to the underlying image people have of celebrities in their minds as the perfect human beings. However, there are risks involved. Celebrities don't tend to be as they are imagined. The high-profile lives of celebrities are constantly reviewed and criticized by the media therefore problems are likely to emerge Common celebrity scandals involve alcohol, drug, sex, or crime related events. This can harm the reputation of the organization far worse than they imagine if the celebrity isn't dropped. Uses of celebrities have both convincing advantages and disadvantages.

The Newspaper Association of America (2014), 80% revenue for newspapers comes from advertisements. The advertising business is also a very lucrative and productive one. It is estimated that between the year 2016 – 2021 achieve a USD 2.8 billion as a revenue from television and internet advertising alone. Businesses engage in advertisement because it brings them benefits which include winning new customers for the brand. The advert that educates potential customers about its product in a convincing manner win new customers. Advertisement creates awareness for a product that otherwise be unknown to people if advertisement wasn't in play.

Kotler (2018): Conceptual Framework Advertisement plays a crucial role in the survival of any organization. It is the avenue that leads to sales and awareness of a product or service that the organization provides. Advertising can therefore be defined as an action of drawing out the public attention to a good or service in exchange for a monetary value. Therefore, advertising in the general sense is an action and it's not limited to only the use of print media, television, internet or any other specific medium.

NEED FOR THE STUDY

The study will help firms understand the importance of advertising. It will also enable them to structure their adverts and brands to make them more appealing in order to improve sales and lead to better performance. As this study gives a clear insight into how advertisement can influence consumer behavior, many firms will be encouraged into using adverts to market their products. When firms start making more sales and profits as a result of advertising, the economy will be boosted, as more income from tax will be accrued to the government. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants to buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days. The findings and recommendations of this study will go a long way in helping firms to adopt good

advertising strategies, and appealing brand designs to help get more consumers for their products and services.

OBJECTIVES OF THE STUDY

- o To analyze the effect of demographic factors on Brand preference.
- o To evaluate the relationship between Advertisement and Brand preference.
- o To rank select medium of advertisement based on attention.
- o To rank the factors that influence Brand preference.

SCOPE OF THE STUDY

Advertising plays a very significant role in the introduction of a new brand in the market. It stimulates the people to buy or know about a product. With effective advertising, you get to define or set out the image you want target customers to have of your brand. You can demonstrate or showcase your product, explain where and how customers can buy from you and

emphasize value through the benefits-price comparison. Advertising is often regarded as the most important means of marketing a company's services and tools. The scope of advertising is to communicate a message to current customers or potentially target new customers.

Research Design: Descriptive Research

Data Collection: Primary data through Structured Questionnaire and Secondary data through journals, magazines, websites etc.

Sampling Design: Responses collected from 100 respondents using Convenience Sampling.

LIMITATIONS OF THE STUDY

- The only limitation faced by the researcher while carrying out this study was the delay in getting data from the various respondents.
- Most respondents were reluctant in filling questionnaires administered to them due to their busy schedules and nature of their work.
- The researcher found it difficult to collect responses from the various respondents, and this almost hampered the success of this study.

CHI-SQUARE TEST

HYPOTHESIS OF THE STUDY

H₀: There is no significance difference between age and advertisement affecting brand choice. **H₁:** There is significance difference between age and advertisement affecting brand choice.

SIGNIFICANT DIFFERENCE BETWEEN AGE & ADVERTISEMENT AFFECTING BRAND CHOICE.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-square	1.190	2	.552
Likelihood Ratio	1.197	2	.550
Liner-by-Liner Association	.104	1	.747

N of valid cases	99		
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INTERPRETATION:

Since p value is greater than 0.05 so we accept H₀, therefore alternative hypothesis is rejected. There is no significance difference between age and advertisement affecting brand choice.

KARL PEARSON COEFFICIENT CORREALTION:

H₀:(p=0) There is no significance difference between gender and medium of advertisement. **H₁:**(p not = 0) There is no significance difference between gender and medium of advertisement. TABLE 2

		Rank	Gender
Rank	Pearson correlation	1	.085
	Sig (2-tailed)		.398

	N	100	100
Gender	Pearson correlation	.085	1
	Sig(2-tailed)	.398	
	N	100	100

INTERPRETATION:

The above table show the positive correlation between gender and medium of advertisement. Therefore, this is a relation between gender and medium of advertisement.

KARL PEARSON COEFFICIENT CORREALTION:

H₀:(p=0) There is no significance difference between gender and factor that influence to buy the brand.

H₁:(p not = 0) There is no significance difference between gender and factor that influence to buy the brand.

TABLE 3

		Rank	Gender
Rank	Pearson correlation	1	.085
	Sig (2-tailed)		.398
	N	100	100

Gender	Pearson correlation	.085	1
	Sig(2-tailed)	.398	
	N	100	100

INTERPRETATION:

The above table show the positive correlation between gender and factor that influence to buy the brand. Therefore, this is a relation between gender and factor that influence to buy the brand.

FINDINGS

- ❖ 57% of the respondents are male and 43% are female.
- ❖ 44% of the respondents are from 18 to 27 age category.
- ❖ 53% of the respondents are belongs from undergraduate.
- ❖ 37% of the respondents are between Rs. 20,000 – Rs 35,000 monthly income. ❖ 53% of the respondents were married.
- ❖ 38% of the respondents said informative advertisement is preferred.
- ❖ 41% of the respondents selected opinions from others to judge the quality of the products through advertisement.
- ❖ 34% of the respondents selected image, colour as the most important visual element of advertisement.
- ❖ 43% of the respondents said remember it and buy next time as their response after watching advertisement.
- ❖ 31% of the respondents are said neutral about consumer rely on advertisement. ❖ 32% of the respondents agreed that advertisement affects brand choice. ❖ 34% of the respondents disagreed to influence of seeing the celebrity in the advertisement.
- ❖ 38% of the respondents strongly agree about the necessity of advertisement to attract the customers.
- ❖ 36% of the respondents strongly agree that television advertisement attracts more.
- ❖ 33% of the respondents agree that they recommend others to buy the products

after seeing the advertisement.

- ❖ 29% of the respondents disagreed with the availability of information in the advertisement.
- ❖ 28% of the respondents agree that advertisement is truthful and ethical to what they show.
- ❖ 31% of the respondents said neutral that advertisement help to make better selection.
- ❖ 37% of the respondents said neutral about the desire to buy the concerned brand.
- ❖ 32% of the respondents said neutral that advertisement provides information about local sales.
- ❖ 29% of the respondents strongly agree that advertisement influence to buy the product.
- ❖ 35% of the respondents strongly disagree that advertisement represents the actual outcome of the brand.
- ❖ 32% of the respondents said neutral that advertisement make people want everything that they do not need.

SUGGESTIONS:

- ❖ From our research study, we can recommend to all marketers and managers in organizations, that advertisement has a major impact on consumer brand preference. ❖ However careful consideration should be made based on industry competitiveness, they all use advertisement to gain consumer brand preference strategically.
- ❖ As most of the respondents encounter television advertisement is the most influential medium towards consumer brand preference and the company or industry should channel their advertisement through the television in order to stimulate the desired action from the consumers.
- ❖ Evaluate and think realistically about your status. Make a list of business areas you believe to be deficient, that you feel can be improved. Be brutally honest. This list will provide a snapshot of the way things are in your organization. Don't start working on this list until you finish this article.
- ❖ Think about the way things ought to be. Be bold. The sky is the limit. Where do you want to be at this time next year? Not in terms of volume, but in terms of excellence. How can you get better? This is your vision. Make a list of the ways you can improve your sales dynamics.
- ❖ Set a sales objective. Set a goal and quantify it. If you want a 25% increase in volume, specify it. If you do not yet have a direct mail program, such an increase is possible. If you have a good story to tell, and are not telling it, there is an excellent chance for a big increase. Direct mail can be the fastest way to obtain cost-effective increases in

business.

- ❖ Consumers buy products and services because they fill a need to solve a problem. If your ad content does not address problems that your target market may face, it may not occur to them that you provide the solution they need.
- ❖ Unless your business sells a product or service that is completely unique and faces no competition, your advertising needs to set your products or services apart from the crowd of your competitors. Be sure the content of your advertisement has the effect of making what you offer unique. Your highly targeted prospects will reward you by noticing the difference between your company and your competitors.

CONCLUSIONS:

In conclusion the study concluded various findings regarding the effect of advertisement on consumer brand preference and most of the findings showed a positive relationship and that advertisement continues to be among the major elements in maintaining consumer brand preference. This is due to the fact advertisement raises awareness with relation to the consumer brand preference. The research reached a conclusion that advertisement is one of the relevant

factors in convincing consumers to purchase a specific brand of a product. In the telecom industry the competition is rather tough and even with MTN, Airtel and Glo being major players. They all use advertisement to gain consumer brand preference strategically. MTN uses already established value to maintain its customers thereby introducing to them new products with better quality, Airtel provides innovative telecom ideas and cheaper mobile services to maintain its market share and Lastly Glo uses celebrities as a tool to generate love of its product in customers. In conclusion the study concluded various findings regarding the effect of advertisement on consumer brand preference and most of the findings showed a positive relationship and that advertisement continues to be among the major elements in maintaining consumer brand preference.

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