



CONSUMER PERCEPTIONS ON ADVERTISEMENTS FOR PURCHASE OF DURABLE PRODUCTS

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Abstract

The paper deals with overview of advertising and how advertisements influence the purchase decision of the consumer especially towards durables. In present scenario advertisement plays a vital role in purchase decision of the consumer. For a marketer to be successful, understanding the buyer behavior and accordingly evolving the marketing strategy is the primary activity. Today the consumer decision making parameters are significantly different. Consumer expectations have gone up with the changes in their lifestyles and the developments in the markets where a large variety of products and brands are made available for their choice. The study is confined to Warangal district households. Various consumers has been selected from the three clusters based on various variables like professionals, self employed, Govt. employees in various age groups, income groups and socio economic factors to represent the sample of respondents for the purpose of study. The study mainly focuses on consumer perception on advertisements influence on purchase decisions towards select durable products.

Key Words: Brands, Lifestyle, Purchase Decision, Consumer Awareness.

Introduction

Advertising plays great role in the modern competitive business world. Every product, every company, every marketing strategy is having tough competition in the present scenario. Therefore the companies are spending crores of rupees towards advertising for brand awareness, and to influence the consumers to purchase the Products and services. Advertisers typically trust strong subjective and evaluative claims so as to differentiate the brands from competitors. Cognition is a vital subject to an advertiser and seller dealing in non-durable merchandise as a result of the method is extremely advanced. Advertiser, therefore, has to apprehend in advance how consumers are likely to process and interpret a message.

Most consumers don't go out of their way to find advertisements unless they're remarkably memorable and worth sharing. The marketing and creative department work together to formulate advertisements that appeal to an audience's curiosity. A Products advertisement will increase sales and enhances brand awareness. For consumers, advertisements are not what consumers need; however, an advertisement is a great way for consumers to find out about the Products or services they do need. Understanding the ways in which advertising affects consumer behavior will allow you to create stronger and more memorable ads. Most advertisements will provide consumers with a general idea of product's features. Advertisements to be effective must provide enough information to the consumers to raise curiosity. Advertisement is a necessity in this competition-driven market. Understanding how advertisements affect consumer behavior will help you to build a better advertisement that addresses each factor.

Concept of Durable Products

Durable Products are a category of consumer Products which are not purchased frequently because they last for a long time. They are also called durable products. With the continuous inflow of disposable income and the advancement of technology, the need for the varied consumer durable products are increasing. This in turn is leading to a strong competition among the different consumer durable brands available in the market as well as the price gap between the same consumer Products of different companies are narrowing down. Consumer durables involve any type of Products purchased by consumers that are manufactured for long-term use as opposed to many products that are intended for consumption in the short term. Consumer durables are intended to endure regular usage for several years or longer before replacing the required consumer product.

Review of Literature

An attempt is made to briefly review the existing studies pertaining to the perception of consumes on advertisements in general and in particular to advertisements on durable products.



Krishna Kumar(2011) in his study on ‘consumer behavior towards electronic Products with reference to occupational factors opined that, behavior With the increasing disposable income population, their perception, a consumption of electronic Products and other Products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality Products and get rid of the spurious and sub-standard Products being supplied to them. This range of consumers is particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the purchasing power.

Kumar and Raju(2013) paper focused on understanding the relationship between independent variables which are emotional responses with attitudinal and behavioral aspects of consumer buying behavior. The findings of the study reveal that the advertisements will be able to change the opinion of customers about the product and the customers are likely to watch more of the advertisements which affect their opinion. Further, the advertisements will easily convince the customers to buy the product, therefore, advertisements are and it is a strong means of communication to convey the intended message to the target group of customers.

According to Rai(2013), there is a significant difference in the impact created by national and international brands which people recognize and have strong perception in their minds. The advertisements were observed as one of the most important sources of motivation which encouraged the buyers to make a decision and the advertisements have been creating trust on brands. Further, the author felt that the purchase attitude can also be built up by product evaluation and brand recognition. Rajeselvi(2013) in the article titled “Buyer behavior towards electronic Products” has critically examined the behavior of buyer towards electronic Products. The author has opined that, despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making.

Hasan Ali(2015) study concluded that, TV advertisement as most effective medium which has been influencing the purchase decision of the consumers. The author has concluded that the urban residents have not purchased the Products unless they actually need it. Further, the author found that the female behavior with reference to advertisements is more dominated then compared to male respondents. Further, the consumer buying behavior is largely influenced by their need supported by the information obtained from TV advertisements on various brands and companies available. Mohideen and Saravanan(2015) focused on studying the factors determining buying decisions through television advertisement for consumer durable products. The study is based on primary data sources obtained from a questionnaire. The study concluded that the service quality exerted significant influence on the overall satisfaction and acted as dominant in factor determining the buying decision. Further, the authors felt that the advertisements have liable elements and because of it, they engage the audience and will create the desired results.

Objectives of the Study

1. To assess the impact of advertising on consumer decision making towards durables.
2. To find out the consumer perception and evaluation on various advertisements that influenced buying behavior.

Scope of the Study

The analysis is made on the basis of a sample size of 549 households, i.e., 549 consumers of Warangal, Hanamkonda and Kazipet areas. The study is aimed to behavioral aspects and attitudes of consumers towards selected durable products in connection with advertisements. The study is based on demographic variables and socio-economic characteristics which plays a crucial role in their behavior towards purchase of Products. Among the total respondents 203 respondents have chosen from Kazipet, 181 respondents from Hanamkonda and 165 respondents from Warangal city



Consumer's Perceptions on Advertising for the Purchase of Durable Products

In order to evaluate on this perspective, an attempt is made to understand the perceptions of the consumers on whether they take support of advertisement for the purchase of durable products. Results are presented in the following table.

Table-1 perception on Taking Support of Advertising for the Purchase of Durable Products

Sl.No.	Consumer Response	Consumer Durable Products			Total
		Television	Refrigerator	Washing Machine	
1	Yes	134	155	101	390
2	No	76	37	46	159
Total		210	192	147	549

Source: field survey results

The results reveal that, majority of the respondents from all the three categories of sample respondents owning three selected durable products have opined that they will take the support of advertisements for the purchase of durable products. About 30 percent have opined that they won't take the support of advertisements for the purchase of durable products. To analyze whether there is a statistically significant difference in the perception of the sample respondents from three select durable products categories on taking support of advertisements for the purchase of durable products, chi-square test is applied and the results are presented in table-2

Table-2 :Chi-Square Test Results

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.486 ^a	2	.001
Likelihood Ratio	14.987	2	.001
Linear-by-Linear Association	1.916	1	.166
No. of Valid Cases	549		
a. 0 cells (0.0%) have expected less than 5. The minimum expected is 42.57.			

The results presented in table-2 reveal that, the calculated p-value is .001 which is higher than significance level 5% (i.e., = 0.05), hence null hypothesis is rejected. Therefore it is concluded that there is a statistically significant difference in the perception of sample respondents of 3 select durable products on taking the support of advertisements for the purchase of durable products.

Perception on Number of Advertisements Watched: To evaluate on this, an attempt is made to understand the perceptions of the buyers of three select durable products on number of advertisements they have watched to take a decision on purchase. The results are presented below.

Table-3: Perception on Number of Advertisements Watched

Sl.No.	Number of Advertisements Watched	Consumer Durable Products owned			Total	Percentage
		Television	Refrigerator	Washing Machine		
1	1-2	10	36	23	69	12.57
2	3-4	132	123	90	345	62.84
3	4-5	68	33	34	135	24.59
Total		210	192	147	549	100

Source: field survey results



From the results, it is to interpret that, around 12.57 percent of the respondents have opined that they have watched around 1-2 advertisements before they take a decision on purchase. Whereas 62.84 percent of the respondents have felt that they have watched 3-4 advertisements to take a decision on purchase. 24.59 percent of the respondents have opined that they have watched 4-5 advertisements to take a decision on purchase. Overall, the results clearly reveal that, majority of the respondents have watched 3-4 advertisements for taking a decision on purchase. To analyze if there exists any statistically significant difference in the perception of respondents of three select durable products on number of advertisements watched to take a decision on purchase, ANOVA of One-way classification is applied. Results are presented in table-4

Table-4: ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.964	2	1.982	.448	.639
Within Groups	2418.138	546	4.429		
Total	2422.102	548			

From the results, it is to interpret that, the p-value is .639 which is higher than significant level, i.e., 5% (= 0.05), hence null hypothesis is rejected. Therefore, it is concluded that, there is no statistically significant difference in the perception of the respondents of 3 select durable products on number of advertisements watched to take a decision on purchase of durable products.

Perception on Criterion That the Consumers Search In Advertisement: To understand the perceptions of the buyers on what criterion that they give importance in the advertisement that helps them in the purchase of durable products, the perceptions of the buyers of 3 select durable products is presented below.

Table-5: Perception on Criterion the Consumers Search In Advertisement

Sl.No.	Criterion Searched In Advertisement For The Purchase of Durable Products	Consumer Durable Products			Total	Percentage
		Television	Refrigerator	Washing Machine		
1.	Quality	30	36	27	93	16.94
2.	Price	34	23	21	78	14.21
3.	Latest features	45	47	29	121	22.04
4.	Attractive design and style	37	25	21	83	15.12
5.	Brand popularity	14	27	16	57	10.38
6.	Influence of Brand Ambassador	21	7	13	41	7.47
7.	Influence of graphics	5	19	11	35	6.38
8.	Presentation of the Products in advertisement	24	8	9	41	7.47
	Total	210	192	147	549	100

Source: field survey results

The results presented in table-3 reveal that, 16.94 percent of the sample respondents have opined that they search for quality related information while they take a decision on purchase of durable products. Whereas 14.21 percent of the respondents have felt that they search for price related information. 22.04 percent of respondents have perceived that they search for latest features related information. 15.12 percent of them have preferred attractive design and style related information, 10.38 percent perceived Brand popularity, less than 10 percent of the respondents have perceived influence of brand ambassador, graphics and presentation of Products in advertisements as the most searched information from the advertisements. Further to evaluate, if there is any significant difference in the perception of the sample respondents from three selected durable products categories on number of advertisements watched to take a decision on purchase, ANOVA of one-way classification is applied to calculate p-value and the results are presented in table-5



Table-5: ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.955	2	4.477	13.065	.000
Within Groups	187.111	546	.343		
Total	196.066	548			

The results reveal that, the calculated p-value is .000 which is lesser than the 5% significance level, i.e., $\alpha = 0.05$, hence, it is concluded that, null hypothesis is rejected. Therefore, it is concluded that, there is a significant difference in the perception of sample respondents owning three select durable products on number of advertisements watched to take a decision on purchase of a durable products.

Form of Advertisement Consumer Depends

With a view to understand which form of advertisement that consumers actually perceived to depend for the purchase of the durable products, an attempt is made to sort out their perceptions and the results are presented in table-5.

Table-5: Form of Advertising Consumers Depend For the Purchase Decision

Sl.No.	Form of Advertising	Consumer Durable Products Category owned			Total
		Television	Refrigerator	Washing Machine	
1	Hoarding Board	5	6	3	14
2	Print media	42	40	29	111
3	Electronic media	74	56	53	183
4	Internet advertisement	41	44	33	118
5	Window display	37	34	23	94
6	Exhibitions	11	12	6	29
Total		210	192	147	549

Source: field survey results

The results presented in the table-5 reveal that, 2.6 percent of the respondents have been influenced by the advertisements presented in Hoarding Boards/wall posters, whereas 20.2 percent of the respondents have been influenced by print media 33.3 percent of the respondents have been influenced by Electronic media. 21.5 percent of the respondents were influenced by Internet advertisement. 17.1 percent of the respondents have been influenced by Internet advertisement. Only 5.3 percent of the respondents were influenced by the advertisements presented during exhibitions. Overall, the results clearly reveal that, Electronic media is been dominating comparatively better than the Print media in terms of attracting the buyers while making purchase decision on durable products. In order to analyze if there is any statistically significant difference in the perception of the buyers of three select durable products on form of advertising consumer depend for the purchase decision, ANOVA test is applied and the results are presented in table-6.

Table-6: ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.478	5	.096	.149	.980
Within Groups	349.292	543	.643		
Total	349.770	548			

The ANOVA test results presented in the table reveal that, the p-value obtained from the test is 0.980 which is higher than the significance level, i.e., $\alpha = 0.05$, hence null hypothesis is accepted. Therefore, it is concluded that, there is no statistically significant difference in the perception of consumers owning three select durable products towards form of advertising that has influenced them in the purchase decision on durable products.



Perception of Buyers on Influence of Promotional Campaign

An attempt is made to understand whether the sample respondents, i.e., consumers owning three select durable products on whether they get influenced by promotional campaign by the durable products manufacturers. The responses are presented in table-5.

The results presented in table-5 reveal that, majority of the sample respondents owning all three select durable products have opined that they are influenced by promotional campaign. This constitutes 67.4 percent of the total sample respondents. Where 32.6 percent of the respondents have opined 'no' which indicates that they were not influenced by promotional campaign of the durable products manufactures.

Table-5: Perception of Consumers on Influence of Promotional Campaign

Sl.No.	Influence of promotional campaign	Select durable product			Total
		Television	Refrigerator	Washing Machine	
1.	Yes	117	150	103	370
		21.3%	27.3%	18.8%	67.4%
2.	No	93	42	44	179
		16.9%	7.7%	8.0%	32.6%
	Total	210	192	147	549
		38.3%	35.0%	26.8%	100.0%

Source: field survey results

With a view to analyze whether there is a significant difference in the perception of the consumers owning three select durable products on whether they get influenced by promotional campaign of the durable products manufacturers, Chi-square test is applied and the results are presented in table-6

Table-6: Chi-square Test Results

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.577 ^a	2	.000
Likelihood Ratio	23.695	2	.000
Linear-by-Linear Association	10.519	1	.001
N of Valid Cases	549		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 47.93.

The results reveal that, the calculated p-value is .000 which is lesser than the significance level, i.e., 5% (i.e., =0.05) and this prove that, the null hypothesis is rejected, hence, it can be concluded that there is statistically significant difference in the perception of the consumers owning three select durable products on whether they get influenced by promotional campaign of the durable products manufacturers.

Perception on Level of Influence on the Source of Advertising Motivating the Consumer

An attempt is made to study the Level of Influence of source of advertising motivating the purchase decision on durable products, Respondents were asked to rate on a five point rating scale and the results are presented in table-7. With reference to motivation from Brand ambassador, majority of the respondents have opined 'agree' and this indicate that the buyers are influenced and motivated by the Brand Ambassador of concerned advertisement. Whereas with reference to price and features in advertisements, majority of them have rated 'agree' indicating that they get motivated by features shown in advertisement. But, majority of the respondents have rated 'disagree' rating to motivation by graphics and availability and demand and this prove that with reference to buying is concerned. However, the respondents were not that much motivated by graphics and features. Majority of them have been positive with reference to promotional campaign where as majority of them have rated 'disagree' to the influence of motivation by 'family members'. Overall, the results clearly show that, 'Brand Ambassador', 'features/price information', 'promotional campaign' are the factors which motivate the



buyers while making purchase decision towards durable products. The highest mean is observed with reference to motivation by promotional campaign whereas least mean is found for the motivation on availability and demand of the durable products.

Table-7: Perception on Level of Influence of Various Advertising Sources Motivating the Purchase Decision

Sl.No.	Form of motivation	Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree	Total	Mean
1.	Motivation from Brand Ambassador in Advertisement	83	29	112	196	129	549	3.47
2.	Motivation by price/features in advertisement	82	48	83	239	97	549	3.40
3.	Motivation by graphics	143	173	74	131	28	549	2.50
4.	Motivation on availability and demand	159	220	116	41	13	549	2.14
5.	Motivation by promotional campaign	13	41	116	220	159	549	3.86
6.	Family members	26	04	123	123	73	549	3.02

Source: field survey results

Anova- Equality of Means on Level of Influence of Source of Advertising Motivating the Purchase Decision

With a view to understanding the opinion of the consumers on level of influence of form of advertising source which motivate the purchase decision on durable products, ANOVA test is applied. The data is subjected to one-way ANOVA to test the hypotheses (Ho) that there is no significant inter-durable products variation in the perceptions of sample respondents- such as consumers owning Television, Refrigerator and Washing machine on level of influence of form of advertising source which motivate the purchase decision on durable products are presented in Table-8. The analysis presented in Table-8, resulted in the rejection of the null hypothesis as sig (p) =0.000 is less than 0.05 revealing significant inter-durable products wise variation in the perceptions of the sample respondents on level of influence of form of advertising source which motivate the purchase decision on durable products.

Table-8: ANOVA Test Results

ANOVA					
Total Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.400	2	16.700	21.292	.000
Within Groups	428.239	546	.784		
Total	461.639	548			

Perception of Level of Influence of Advertising Copy

With a view to understanding the perceptions of consumers owning three select durable products on the level of influence of Advertising copy towards purchase decision, the consumers were asked to respond on a series of statements./variables describing the perceptions on influence of advertising copy towards purchase decision. A Likert-type 5 point scale consisting of response categories strongly disagree, disagree, neutral, agree, strongly agree with a imputed value of 1, 2,3,4 and 5 respectively was constructed and administered to the consumer.



Table-9: Perception of Level of Influence of Advertising Copy

Sl.No.	Form of Advertising Copy	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Total	Mean	Standard Deviation
1.	Humour copy	29	73	111	189	147	549	3.64	1.16
2.	Suggestive copy	15	42	117	218	157	549	3.84	1.01
3.	Reason why copy	23	80	141	175	130	549	3.56	1.12
4.	Comic/Graphics copy	132	203	141	40	33	549	2.34	1.10
5.	Endorsement copy	30	134	138	168	79	549	3.24	1.14
6.	Questioning copy	15	90	194	164	86	549	3.39	1.02
7.	Word less copy	81	124	149	110	85	549	2.99	1.28
8.	Prestige copy	10	53	138	210	138	549	3.75	1.00
Total		0	11	294	244	0	549	3.42	.53

Source: Field survey results

An analysis of data presented in Table-8 reveals that majority consumers owning three select durable products expressed the opinion that majority of the consumers were influenced by the Humor copy, suggestive copy, Endorsement copy, Questioning copy and Prestige copy. Whereas, the consumers have not influenced by the Comic/Graphics copy and wordless copy, which clearly reveals that the consumers are interested to understand the content in the advertisement relating to suggestions to purchase a durable product, the reasons for preferring the products, endorsements by the brand ambassadors, questioning related information. The results also reveal that, the consumers are not been influenced by the Comics and Word less form of advertising copies presented in the advertisements.

A review of data presented in Table- 8 reveals that the average of overall perception of the consumers owning three select durable products is 3.42 which indicate that the perceptions of the consumers owning three select durable products on the rating scale consists of five anchors where anchor three is labeled as neither agree nor disagree and the value of standard deviation 0.53 in the overall perceptions of the consumers owning three select durable products on influence of Advertising copy towards purchase decision on durable products indicates uniformity in the perceptions when compared to the opinions of the respondents on the individual variables constituted influence of advertising copy towards purchase decision on durable products. Further, with a view to analyze the significant difference in the perception of the consumers on influence of Advertising copy towards purchase decision on durable products, ANOVA of One-way Classification test is applied. And the results are presented in table-9

Table-9: ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.542	2	.771	2.723	.067
Within Groups	154.571	546	.283		
Total	156.113	548			

Results presented in table-8 reveals that the calculated p-value is 0.067 which is higher than significance level, i.e., $\alpha = 0.05$ reveals that null hypothesis to be accepted. Therefore it is to conclude that, there is no significant difference in the perception of the consumers owning 3 select durable products on influence of Advertising copy towards purchase decision on durable products.

Findings of the Study

1. The study on support of advertising reveal that, majority of the respondents from all the three categories of sample respondents owning three select durable goods have opined that they will take the support of advertisements for the purchase of durable good.
2. The perception on number of advertisement watched reveal that, around 12.57 percent of the respondents have opined that they have watched around 1-2 advertisements before they take a decision on purchase. Whereas 62.84 percent of the respondents have felt that they have watched 3-4 advertisements to take a



- decision on purchase. 24.59 percent of the respondents have opined that they have watched 4-5 advertisements to take a decision on purchase.
3. The Perception on criterion that the Consumers search in Advertisement for the purchase of Durable Good show that, 16.94 percent of the sample respondents have opined that they search for quality related information while they take a decision on purchase of a durable product.
 4. The Perception of consumers on form of advertisement they depend for the purchase decision reveal that, Electronic media is been dominating comparatively better than the Print media in terms of attracting the buyers while making purchase decision on durable goods.
 5. Perception of Buyers on influence of Promotional Campaign towards purchase of durable good show that, majority of the sample respondents owning all three select durable goods have opined that they get influenced by promotional campaign. This constitutes 67.4 percent of the total sample respondents. Where 32.6 percent of the respondents have opined 'no' which indicates that they were not get influenced by promotional campaign of the durable product manufactures.
 6. Perception on Level of Influence of source of advertising motivating the purchase decision on Durable products reveal that, consumers get motivated by features shown in advertisement. But, majority of the respondents have opined that they were not that much motivated by graphics and availability and demand features. Overall, the results clearly show that, 'Brand Ambassador', 'features/price information', 'promotional campaign' are the factors which motivates the buyers while making purchase decision towards durable product.
 7. Perception of Level of Influence of Advertising Copy towards Purchase decision reveal that, majority consumers expressed the opinion that they were influenced by the Humor copy, suggestive copy, Endorsement copy, Questioning copy and Prestige copy. Whereas the consumers have not influenced by the Comic/Graphics copy and Wordless copy.

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