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PROBLEMS OF ADVERTISEMENT TO IMPACT TOWARDS ON CONSUMER BEHAVIOUR IN ATTUR TALUK

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Abstract

India is one of the largest consuming consisting country in the world. The second largest human resource producing country in Asian and world level. India is the base of the country in consuming products. Consuming is the basic requirements of all the people, but in this consuming level is varying for differ from the people. So that, on in the imbalance of the sequence has compensate is very important one. Hence the executives has use the some strategy for this smoothness of consuming level. The mantra for the strategy is called advertisement. Advertisement is one of the strategic tool for which one of the product for buying and selling activities. In this reason on the advertisement is one of the popular choice of the all the products. Hence, which one of the product that product is primary or secondary product to depend based on advertisement. Advertisement is attract to motivate the buying products through people. The consumer or customer has buying product the prevent activities has they are Severely think about the product and our brand ambassador name. In this all information has clearly say the one tool that is called is advertisement. Attur is major taluk in Salem district of Tamil Nadu. In this taluk has economically has more support in Salem district. Attur taluk is second important base of Salem district towards consuming the products consuming. In this study has consist on problems faced on advertisement to impact on consumer behaviour in Attur taluk.

Keywords: Consume, Advertisement, Brand, Ambassador, Economic.

Introduction

India is one of the largest customer, and consumer producing country in the world. Because, of their effectiveness of better advertising method. Customer has determined only for the effective trade determiner, but the consumer has also mainly product quality determiner. Advertising is one the key tool of every

one like as old or new product. Which one, the product is necessary need for advertising yet it does not attain for the overall achievement. So that advertising is a blood and soul of the every one organization. India has here on huge industry. In this, industry has like as divided to micro, small, medium, and large scale industries. This those level of

organization has create customer and consumer for the purpose of own industry profitability. So that which one of the industry has like that how to attract the consumer and customer particularly consumer because of their only identify the product quality identifier. So that, the industry must watch and keep up for the consumer strengthens. This oriented instruction how to possible it is one of the multi task problem. But, their through the message for the people successfully the reason for advertising. Advertising in only to attract the customer and consumer. In this study has consist to analyze the problems of advertisement to impact to impact on consumer behaviour in Attur Taluk.

Scope of the research work

Advertisement is one of the key elements for the new product. Whenever the industry has manufacturing the new product, has must publicity for the centralize of the people. While that the product has reach for the people, the advertisement has stimulate the more sale of the product. Therefore there is a need to promote the advertisement towards the consumer in Attur taluk of Salem district of Tamil Nadu. This study, has also concern with the status of advertisement to impact on consumer behavior, socio economic profile of the consumer, problems of advertisement to impact on consumer behavior in Attur taluk of Salem district.

Review of Literature

Samar Fatima (2015). Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying

behavior while creating the awareness and building the perceptions.

Samar Fatima and Samreen Lodhi (2015) Revealed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

Sathya and Indirajith (2016). Conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

Seema Johar (2015) Explained that the character, behaviour and attitude of consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose of on to evaluate products and services. Purchase decision process which is characterized as more complex in its

nature, has been subject to research often, only recently.

Sindhya (2013) Concluded that while advertisements often include information that cross cut all personality profiles, some consumers ignore some of this information and rely primarily on advertising claims and on personal experience in forming judgments about advertised products. On the other hand, some consumers defer decisions until the advertising claims have some credibility behind them before making product purchase decisions.

Singh (2012) Studied the impact of advertisement on the brand preferences of aerated drinks among 150 respondents. The study concludes that the advertisement impacts the consumer regarding the choice of their brand, and the product brand influences the buying behavior of the consumers regardless of their price. The study also found that the respondents recalled the advertisements of their brand and celebrity endorsement which influences the buying behavior.

Tashrifa Haider (2017). This research was a study on the impact of advertisement on consumer buying behaviour. For this purpose four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour.

Statement of the problem

Salem district is one of the major economic growth district in Tamil Nadu. In the, district is one of the 6th largest district and lot of sourced available on particularly SALEM- Silver Aluminum Limestone Electricity Mango and follow that other sources like that areca nut, betel leaf, tapioca, coir, cottage, steel and software has been here on that the district. In the district not at overall all sources could be here on only for Salem south and west taluk. Besides, a nether major income source taluk should be here o that that the

taluk name is Attur. Attur taluk is one of the major income source taluk of Salem district. In the, taluk has rapidly growth on that. The recent year lot of facilities should be comes on that like as coir industry, automobile shop, sago factory, jewels and extra. Recently the Tamil Nadu government has announced the Attur taluk is sanitary district. Attur taluk has here on lot sources here on that at the same time lot of industry has express the advertisement to attract on the consumer and customer like that. The customer and consumer population like as more than expected them although the industry has not often advertisement to our regular product. In that reason on the consumer has forgot about the product. So that, the industry more affect for that the activities.

Objectives of the study

1. To analyze the problems of advertisement to impact towards the consumer behavior in Attur taluk of Salem district of Tamil Nadu.

Hypothesis

The following are the major hypothesis are formulated to find out the relationship variables.

1. There is no significant association between the socio economic profile and problems of advertisement towards impact on consumer behavior.

Research methodology

The present study is descriptive in character using both primary and secondary data. Primary data was collected with the help of structured interview schedule. Study area is restricted Attur taluk of Salem district. Convenience random sampling methods was applied to select the sample respondents. Advanced and appropriate statistical tools was applied to analyze the data. A pilot study was undertaken among 50 respondent with the help of pre-interview scheduled based on the result of the reliability and validity test. The interview schedule was redesigning and finalized.

Study area

The study area is Attur taluk of in the Salem district of Tamil Nadu. There were 120 village and it is considered as but the researcher has convenience universe for the purpose of collection and analyses of data.

Sampling technique

Convenience random sampling technique was applied to select the sample respondent. There are 1230 consumers on A.V.R. Jewels, L.R.C. Jewels, Poorvika mobiles, Vasanth & Co., Aswin Sweets, and Mobile express which is consider as the population size of the research study. From, 20 village taken 15 respondents were identified hence the total sample was 301, of which 1 interview scheduled were incomplete. Therefore total sample is 300.

Table 1
Correlation analysis for problems of advertisement towards to impact on consumer behavior with regard to problems

		Correlations						
		behavior	Cultural	Social factors	Psychological factors	Personal factors	Anthropology	Economics
Problems of add to impact on consumer behaviour	Pearson Correlation	1	.021	.478**	.160**	.041	.147*	.133*
	Sig. (2-tailed)		.716	.000	.005	.478	.011	.021
	N	300	300	300	300	300	300	300
Cultural	Pearson Correlation	.021	1	-.017	.248**	.144*	.255**	.113
	Sig. (2-tailed)	.716		.764	.000	.013	.000	.051
	N	300	300	300	300	300	300	300
Social factors	Pearson Correlation	.478**	-.017	1	.247**	.064	.138*	.178*
	Sig. (2-tailed)	.000	.764		.000	.272	.017	.002
	N	300	300	300	300	300	300	300
Psychological factors	Pearson Correlation	.160**	.248**	.247**	1	-.083	.071	.051
	Sig. (2-tailed)	.005	.000	.000		.150	.218	.374
	N	300	300	300	300	300	300	300
Personal factors	Pearson	.041	.144	.064	-.083	1	.021	.081

	Correlation		*					
	Sig. (2-tailed)	.478	.013	.272	.150		.714	.160
	N	300	300	300	300	300	300	300
Anthropology	Pearson Correlation	.147*	.255**	.138*	.071	.021	1	.031
	Sig. (2-tailed)	.011	.000	.017	.218	.714		.592
	N	300	300	300	300	300	300	300
Economics	Pearson Correlation	.133*	.113	.178**	.051	.081	.031	1
	Sig. (2-tailed)	.021	.051	.002	.374	.160	.592	
	N	300	300	300	300	300	300	300
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Table 1 shows that the correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Cultural’ is .021 which indicates that 21 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Social factor’ is .478 which shows that 47.8 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Psychological factor’ is .041 which shows that 41 percent positive relationship between the two is significant at 1 percent

level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Personal factor’ is .041 which shows that 41 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Anthropology’ is .147 which shows that 14.7 percent positive relationship between the two is significant at 1 percent level. The correlation coefficient between the problems of advertisement towards to impact on consumer behavior and the variable ‘Economic’ is .133 which shows that 13.36 percent positive relationship between the two is significant at 1 percent level

Table 2
Model Summary for problems of advertisement towards to impact on consumer behaviour with regard to Problems

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.489 ^a	.239	.224	1.47533
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The R Square value is .239. It indicates that 23.9 percent of variation in the Problems of advertisement towards to impact on consumer behavior determined by the set of all the independent variables included in the model (Table 2.).

Hypothesis: There is no association between Problems of advertisement towards to impact on consumer behavior and socio economic profile

Table 3
ANOVA for Regression Coefficient of problems of advertisement towards to impact on consumer behavior with regard to problems

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200.457	6	33.409	15.349	.000 ^b
	Residual	637.740	293	2.177		
	Total	838.197	299			

a. Dependent Variable: Problems

b. Predictors: (Constant), Cultural, Social factor, Psychological factor, Personal factor, Anthropology, Economic.

The multiple correlation between dependent variables and independent

variables is significant at 1 percent level (F=15.349, p<000). This indicates that there is a high degree of positive correlation between the set of independent variables and dependent variables (Table 3).

Table 4
Regression Coefficient for problems of advertisement towards to impact on consumer behavior with regard to problems

Coefficients ^a						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.056	.362		2.919	.004
	Cultural	-.016	.081	-.011	-.197	.844
	Social factors	.845	.103	.445	8.164	.000
	Psychological factors	.064	.077	.046	.831	.406
	Personal factors	.006	.024	.012	.236	.813
	Anthropology	.113	.072	.083	1.556	.121

Economics	.062	.065	.050	.948	.344
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The regression coefficients show that the variables of problems of advertisement towards to impact on consumer behaviour about problems such as Cultural, Social factors, Psychological factor, Personal factor, Anthropology, Economic, have positively influenced ($p < 0.05$) their impact. (Table 4.).

Conclusion

Advertisement is a lead spar to earned more consumer and customer. In these activities has the industries and corporate organization our self benefits particularly monetary benefits. Nowadays to say that overstate of advertisement to occupy the world is not a wrong question its true. So that the industry advertisement has only involve monetary benefits but service based advertisement is very limited level to express the information to the people. Hence, the advertisement to react the both monetary and service related to express the people. In this moments on both are earn the benefits at the same time the advertisement does not debauch the cultural, social, psychological, personal, anthropology, and economic factors. In this following factors should not be affect that the society that is the true victory of the advertisement.

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