



THE IMPACT OF ADVERTISEMENT ON BRAND PREFERENCE IN THE CONSUMER DURABLES MARKET OF KERALA

Dr. Lekshmi Bhai.P.S¹, Nayana S², Asha.G³

Assistant Professors

Adi Shankara Business School, Kalady, Ernakulam, Kerala

Abstract

Nowadays consumer durables 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 in the Consumer Durables Market of Kerala", 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.

Keywords: Advertisements, Brand Preference, Consumer durables, Consumer satisfaction

I 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 to 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 want 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 in the Consumer Durables Market of Kerala", 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.

II REVIEW OF LITERATURE

Brand preference (or attitudes) can be regarded as a consumer's predisposition toward a brand that varies depending on the salient beliefs that are activated at a given point in time (Mitchell and Olson 1981). In general, overall brand preference should not change for mature brands, and the notion of brand interest may be more relevant, this should be especially true of those established brands that have few salient beliefs associated with them. However, for mature brands in categories in which one would normally expect rich product-brand knowledge structures and therefore several salient beliefs, it may be misleading to talk of overall brand preference. It is perhaps better to focus on relative brand preference, which may be expected to change depending on what beliefs are salient or what portions of the product-brand knowledge structure are being activated. Therefore, for established brands in mature product categories with numerous product attributes, it is preferable to measure relative rather than overall preference using a well-accepted multi attribute preference measuring tool (Green and Srinivasan 1978). In general, the effects of advertising on preferences are complicated and often indirect.

Nedungadi (1990) found that consideration set formation could be influenced by priming, which can be thought of as repeated advertising. Hawkins and Hoch (1992) found that consumers beliefs in the truth of brand trivia statements,

which might affect brand preference, could be influenced by repetition. Taken together, these studies imply that under certain circumstances, advertising repetition should influence preference, though the mechanisms may be as different as they are complex.

Advertisements tend to be highly informative & present the customer with a number of important product attributes or features that will lead to favourable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives. (Arens, 1996)

Mohammed Abdul Azeem (1996) in his study referred that brand name, picture, quality, price, availability, service, design, sound system and number of channels were the factors that influenced the purchase of television. Majority of respondents were aware of the existence of multinational companies also. The study also revealed that in India television choice is made most on quality basis, multinational television choice is made merely on brand name basis.

Advertising is also a type of communication. It is actually a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time determined by sponsor. Effective communication through advertisement leads the consumers toward the purchasing of brand. (Belch & Belch, 1998)

One key concern for the advertiser is whether the advertisement or commercial conveys the meaning intended. The receiver is viewed as very active, involved participant in the communication process whose ability and motivation to attend, comprehend and evaluate messages are high. If the consumer or the audience gets the message and understand it as the advertiser has it in mind, it is a great success for the advertiser. That understanding leads the person to prefer and purchase the brand. (Clow & Back, 2002)

John and Slater (2003) suggested that the advertisement must do more than simply communicating information. The advertising must reinforce what consumers already know and feel about the brand and strengthen their resolve that they consistently make the right choice by buying it. The advertisement strengthens their attachment to the brand by depicting pride, satisfaction, positive

experiences, strong user imagery, and strong brand personality.

James Mundell et al (2006) stated that advertising has a significant effect on brand choice, regardless of whether it is processed with high or low levels of attention.

III OBJECTIVES OF THE STUDY

Objectives of the study are:

1. To study the important factors affecting the customers while purchasing consumer durables.
2. To study about the preferred brands of durables.
3. To assess the effect of advertising on brand preference of consumer durables.

IV HYPOTHESIS OF THE STUDY

1. Advertisement is the most important parameter for brand preference of consumer durables.
2. The impacts of advertising on brand preference of consumer durables are independent of demographic variables.

V METHODOLOGY

This research study is primarily an empirical study on the effect of advertising on brand preference relating to selected consumer durables in Kerala. The products selected for the study are Television, Refrigerator, Washing Machine, Mixer Grinder and Induction Cooker.

A. Data Collection

In order to carry out the study with the above mentioned objectives in mind, the primary data have been collected with the help of a structured questionnaire and informal personal discussions with the sample respondents. The secondary data have been collected from different sources such as published research papers, research articles in national and international journals, seminar reports, newspapers, books, departmental publications and working papers.

B. Sampling technique

Sample is the fraction of the population; sampling is a technique or a method of selection of samples. The researcher in carrying out this research by adopting stratified random sampling technique. Since the universe (viewers of advertisements) constitutes an infinite one, a Census method is found to be quite impractical. Hence Stratified Random Sampling technique was adopted to select the sampling units. In the

first step the whole state Kerala divided in to three strata viz. Rural, Semi-urban and Urban, from each strata 300 samples were selected randomly.

C. Sample Size

For the present study 900 samples were selected randomly.

D. Data Analysis

The collected primary data have been statistically processed, classified and tabulated using appropriate methods. The data collected through the questionnaire analysed using the SPSS software. The hypothesis formulated for the study was tested with the help of parametric and non- parametric tests. They are Chi-Square, ANOVA etc.

VI ANALYSIS

A. Brand preference while purchasing consumer durables

The researcher has made painstaking efforts to identify the brand preference of the respondents while purchasing consumer durables. An enquiry was made among the entire sample selected to find out their brand preference while purchasing consumer durables, which is presented in Table 1.

TABLE No.1

Respondent's opinion on Brand preference while purchasing Consumer Durables.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	900	100.0	100.0	100.0

Source: Direct Survey

By analysing the opinion of the respondents, it has been found that 100 per cent of the respondents have brand preference while purchasing consumer durables.

B. Factors influencing brand preference with respect to Consumer Durables

The impact of various factors influencing the brand preference is always not same. While analysing the influence of the different factors on the brand preference of Consumer Durables, the researcher has taken in to consideration seven factors based on this aspect for the study. However for the purpose of study, the respondents were asked to give their opinion on each factors influence.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	790	87.8	87.8	87.8
No	110	12.2	12.2	100.0
Total	900	100.0	100.0	

Source: Direct Survey

Of the 900 respondents surveyed, it was found that the advertising of the consumer durables is one of the factors influencing the brand preference. From the above table we can see that 87.8 per cent of the sample respondents considered advertisement of the product as an important factor which leads to preferring a particular brand.

H0: Advertisement is the most important parameter for brand preference of Consumer durables

99.1 % respondents consider brand name as the most important parameter for brand preference of consumer durables, 98.2 % respondents believe that quality is an important parameter for their preference of brands. 96.9% respondents consider after sales service as the most important reason for the preference of consumer durable brand, 89.3% respondents consider price as the most important reason for the preference of consumer durable brand, followed by advertising (87.8%) and latest technology (85.6%). This finding is in accordance with previous research. Quality, along with advertising, is a major factor responsible for the success of the product. (Ayanwale et al, (2000). From this it can be interpreted that the modern day customers are quality conscious and want value for their money. Discounts, schemes etc. provided by companies may lure them towards purchase but in the end what matters and what is important in the long run is quality and brand name.

H0: The rankings of the respondents regarding the features which are considered to be the influencing factor in brand preference of consumer durables does not differ.

TABLE No.3
Mean Ranking of the influencing factors of brand preference

Factors	Frequency	Percentage	Mean Rank
Quality	884	98.2	3.10
Price	804	89.3	4.18
Brand Name	892	99.1	2.06
Advertising	790	87.8	4.78
Availability	727	80.8	5.48
Technology	770	85.6	4.62
After sale service	865	96.1	3.78

Source: SPSS Output

In the above table , it is clear that lowest mean rank of 2.06 was given to Brand name , which shows that it was considered to be the most important factor influencing the brand preference of consumer durables, the second mean rank was given to quality with 3.10 as mean rank, third importance was given to after sale service with mean rank of 3.78, fourth importance was given to price of the product with the mean rank of 4.18, fifth importance was given to advertising with mean rank of 4.78 and last importance was given to availability of the brand with the highest mean rank of 5.48.

TABLE No.4
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.321E2	6	.000
Likelihood Ratio	146.948	6	.000
Linear-by-Linear Association	111.640	1	.000
N of Valid Cases	900		

Source : SPSS Output

From the above table , we can see that the p value is .000 lower than the commonly accepted level of .05. It is clear that ranking of the respondents regarding the factors which are considered to be an influencing factor in the brand preference of consumer durables differs at

1 % level of significance. Hence, the hypothesis is rejected.

Advertisements change your brand preference

TABLE No.5

Ads change brand preference

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	796	88.4	88.4	88.4
No	104	11.6	11.6	100.0
Total	900	100.0	100.0	

Source: Direct Survey

The frequency and percentage analysis of the data shows that 88.7 per cent of the respondents opined that advertisements change their brand preference and only 11.6 per cent are of the opinion that advertisements does not change their brand preference of consumer durables.

H0: The impact of advertising on brand preference of consumer durables are independent of age.

TABLE No.6

ANOVA - Brand Preference of consumer durables by Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.324	1	1.324	11.029	.000
Within Groups	913.355	898	1.017		
Total	914.679	899			

Source : SPSS Output

The above table gives the result of the analysis for an omnibus hypothesis. The results are given in three rows. The first row labeled *Between Groups* gives the variability due to the age groups (between-groups variability), the second row labeled *Within Groups* gives variability due to random error, and the third row gives the total variability. The given table shows brand preference of durables by age. The F-value is 11.029 and the corresponding p-value is <0.000. Therefore we can reject the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are dependant on age. The resulted will be reported as: There is

a significant difference in the impact of advertising on brand preferences of consumer durables across age groups, $F(1,898) = 11.029, p < 0.000$.

H0: The impact of advertising on brand preference of consumer durables are independent of gender.

TABLE No.7

ANOVA - Brand Preference Consumer durables by Gender

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.080	1	.080	.352	.553
Within Groups	204.369	898	.228		
Total	204.449	899			

Source : SPSS Output

The above table brand preference of Consumer Durables by gender. The F-value is 0.246 which is insignificant as $p=0.620$. Therefore we accept the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are independent of gender. The resulted will be reported as: There is no difference in the impact of advertising on brand preferences of consumer durables across genders, $F(1,898) = 0.352, p = 0.553$.

H0: The impact of advertising on brand preference of consumer durables are independent of region.

TABLE No.8

ANOVA - Brand Preference Consumer durables by Region

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.142	1	3.142	4.727	.030
Within Groups	596.858	898	.665		
Total	600.000	899			

Source : SPSS Output

The above table shows brand preference of Consumer Durables by region. The F-value is 4.727 which is insignificant as $p=.030$. Therefore we reject the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are dependent

on region. The resulted will be reported as: There is difference in the impact of advertising on brand preferences of consumer durables across regions, $F(1,898) = 4.727, p = 0.030$.

H0: The impact of advertising on brand preference of consumer durables are independent of education.

TABLE No.9
ANOVA - Brand Preference of consumer durables by Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.219	1	9.219	4.867	.028
Within Groups	1700.971	898	1.894		
Total	1710.190	899			

Source : SPSS Output

The above table gives the result of the analysis for an omnibus hypothesis. The given table shows brand preference of durables by education. The F-value is 4.867 and the corresponding p-value is <0.028 . Therefore we can reject the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are dependant on education. The resulted will be reported as: There is a significant difference in the impact of advertising on brand preferences of consumer durables across education level, $F(1,898) = 4.867, p < 0.028$.

H0: The impact of advertising on brand preference of consumer durables are independent of employment status.

TABLE No.10
ANOVA - Brand Preference of consumer durables by Employment status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.159	1	10.159	42.954	.000
Within Groups	212.386	898	.237		
Total	222.546	899			

Source : SPSS Output

The above table gives the result of the analysis for the present hypothesis. The given table

shows brand preference of durables by employment status. The F-value is 42.954 and the corresponding p-value is <0.000 . Therefore we can reject the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are dependant on employment status. The resulted will be reported as: There is a significant difference in the impact of advertising on brand preferences of consumer durables across employment status, $F(1,898) = 42.954, p < 0.000$.

H0: The impact of advertising on brand preference of consumer durables are independent of income groups.

TABLE No.11
ANOVA - Brand Preference of consumer durables by Income groups

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.158	1	4.158	5.081	.024
Within Groups	734.731	898	.818		
Total	738.889	899			

Source : SPSS Output

Table 11 gives the result of the analysis for the present hypothesis. The given table shows brand preference of durables by income groups. The F-value is 5.081 and the corresponding p-value is <0.024 . Therefore we can reject the hypothesis and conclude that the impact of advertising on brand preferences of consumer durables are dependent on income groups. The resulted will be reported as: There is a significant difference in the impact of advertising on brand preferences of consumer durables across income groups, $F(1,898) = 5.081, p < 0.024$.

VII MAJOR FINDINGS OF THE STUDY

- ❖ Most of the respondents (86 per cent) are interested to watch / listen advertisements in different media. The respondents are of the opinion that advertisements are important in terms of enjoying and gaining product information and make them aware about different brands of durables.
- ❖ By analyzing the view points of respondents, 100 per cent of them were found to be aware about consumer durables and different brands of consumer durables.

- ❖ The factors consider while purchasing Television, Majority of the respondents, i.e., 59.2 per cent consider brand name while purchasing consumer durables. 22.6 per cent consider quality, 12 per cent consider price, 2.3 per cent model/design, .8 per cent consider after sale service and 1.6 per cent of the respondents consider safety factor while purchasing consumer durables.
- ❖ By analysing the opinion of the respondents, it has been found that 100 per cent of the respondents have brand preference while purchasing consumer durables.
- ❖ 99.1 % respondents consider brand name as the most important parameter for brand preference of consumer durables, 98.2 % respondents believe that quality is an important parameter for their preference of brands. 96.9% respondents consider after sales service as the most important reason for the preference of consumer durable brand, 89.3% respondents consider price as the most important reason for the preference of consumer durable brand, followed by advertising (87.8%) and latest technology (85.6%).
- ❖ The frequency and percentage analysis of the data shows that 88.7 per cent of the respondents opined that advertisements change their brand preference and only 11.6 per cent are of the opinion that advertisements do not change their brand preference of consumer durables.

VIII SUGGESTIONS

Based on the result of the findings of the study, the researcher suggests the followings.

- Advertisement should be made with keeping the determinants of effectiveness in mind. Advertisement should be according to the product and its suitability with different categories of demographic profiles. Make advertisement more effective all the determinants of effectiveness should be taken care of.
- One of the most powerful motivators for purchasing decision in the consumer durables market is quality motive. Therefore, the durable producer companies should focus on this motive and this should be highlight in advertisements also.
- The advertisement should aims to create faith and goodwill in the minds of the

consumers and it should contain the core principles of believability, uniqueness, reputation and reasonable claims.

- Give true information about the brand in the Advertisement and maintain the good will of the brand in the market.
- Develop attractive and interesting Advertisements, which make the consumers to remember the brand and Advertisement.
- Maintain the integration with Advertisement and brand is important.
- The Advertisement must expose the day-to-day life of the audience.
- Advertisement should be believable and it has to make the brand believable.
- Advertisement must well organized and present the right message to the audience, which creates a positive feeling toward the Advertisement.

IX CONCLUSION

It was found that age, gender, region, education, occupation, and income were statistically significant in predicting the attitude towards advertising, consumer behaviour and brand preference for consumer durables. It is probably due to these factors that companies target different groups through advertisements and there has been an increase in their advertising spend. It is quality that determines repeat purchases and brand loyalty of consumer durables. The reasons for preference of the brands ranged from quality to availability. But it was quality and brand name that was ranked as the important parameter for brand preference. . The central task of advertising is to place the brand in the desired position in the prospects mind. Powerful advertising leads to powerful brands. In the end one can conclude that advertising is playing a positive role in the promotion of consumer durable products and people who are exposed to it are influenced substantially.

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