

EFFECT OF PUBLICITY ON BUYING BEHAVIOUR OF DURABLE CONSUMER GOODS IN NAGPUR CITY

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ABSTRACT

The objective of present study is to investigate the effect of publicity on consumer behavior of Durable Consumer Goods in Nagpur City (N = 800). This paper aims to explore the role of publicity on attitudes towards buying behavior. A questionnaire has been prepared to evaluate the impact of advertisement. The sample was chosen from Consumers of Durable goods, belonging to different age and income groups. In all 3 important brands have been taken into consideration. Interviews were conducted in respect of their co-relations with publicity. These results obtained from data analysis has shown the preference and choices to influence the consumer buying behavior. Publicity plays very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior. The most preferred brand is Whirlpool followed by Godrej. Consumers were attracted and influenced by publicity in different media.

KEYWORDS: *Consumer Buying Behavior, Impact of publicity, Different Income groups, Durable Consumer Goods.*

INTRODUCTION

The significance of publicity continues to increase year by year. The host of new products marketed, the expenses and the risks involved in launching them, and the low cost of personal selling are among the conditions which have placed a heavy responsibility on the publicity, for marketing of Durable consumer Goods.

However, in spite of all these changes publicity has always been a very strong branch of marketing, which has continued to influence marketing. So basically publicity is an activity of creating consumer and enhancing sales effectiveness as well as controlling the cost of products. Publicity plays a role in the marketing of products as it provides a buying power for various product operations by affecting the behavior of consumers. Television however occupies an important ingredient due to its extensive spread worldwide in general and India in particularly. Additional developments in the technology, has further added dynamism to publicity.

There are many forms of publicity, so that all types of consumers can be addressed. There is not just one kind of publicity; in fact, publicity is a large and varied industry and all forms of publicity demand the creative, original messages that are strategically sound and well carried out .

Media is the vehicle that is used for the delivery of the message. Some important tools of publicity are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation.

The Publicity team should define the objective of advertisement; the target audience, the message theme used, the type of support needed, and any constraint apply. Then a creative work within the context of key publicity theories, is selecting the correct media and designing a leverage point and message appeal that work effectively.

The hierarchy of effects can be combined with the three main elements present in attitudes; (1) cognitive, (2) affective, and (3) conative components. Publicity has been designed to influence affective, feelings cognitive knowledge, or cognitive intention to act or behave based on attitude. The process of designing publicity for international markets is quite similar to that for domestic publicity. The major difference is careful consideration of local attitudes with due care given to the language, custom and fashions’.

1.1 RATIONALE OF THE STUDY

This study was conducted to find out the impact of publicity on consumers buying behavior with reference to buying of Durable Goods. Everywhere publicity is involved in our daily life through television, radio, newspaper, magazine and billboards through which advertisement reach us. Advertiser and marketers are more concerned to know what are the consumer’s motives, preferences options and their purchasing pattern and style in order to use different types of strategies to influence their consumer behavior.

METHODOLOGY

Before examining types of research designs it is important to be clear about the role and purpose of research design. We need to understand what research design is and what it is not. We need to know where design into the whole research process from framing a question to finally analyzing and reporting data.

1.2 OBJECTIVE OF THE STUDY

1. To study the impact of the publicity on consumers buying behavior of Durable Goods.
2. To find out the preference regarding the most effective media for publicity
3. To explore the impact of personality used in publicity on consumer behavior.
4. To determine the impact of keyword/caption of publicity on purchasing behavior of consumers.

1.2.1 SCOPE OF THE STUDY

The focus of this study is on the impact of publicity on customer behavior. It is understood that publicity is not only used for awareness about the product and services it also plays an important role in brand emotion, selection option and preference towards the products. The study is limited to Durable Consumer goods within Nagpur City.

1.2.2 NEED OF THE STUDY

It is a matter of fact that all the companies spend a lot of money on the publicity to establish the product in market as well as brand. It is also important to know the effectiveness of publicity.

1.3 HYPOTHESES

A number of hypotheses were formulated in order to achieve the objectives of the study:

1. Appeal of publicity will be positively related to its acceptance.
2. There would be an association between effective appeal and purchasing pattern.
3. Personality used in commercial will be positively associated with persuasion.
4. Personality used in commercials would have equal impact on both genders.
5. Caption / keyword of commercial will be associated with persuasion.
6. Keyword / caption will influence both genders equally.

1.4 DEFINITIONS OF VARIABLES

1.4.1 Appeal of Advertisement: Appeal is the slogan or need-creating stanza used in publicity. Attractive personality, commercial's keyword/caption and some information adding to knowledge come under the appeal of the publicity of a specific brand.

1.4.2 Recognition of Publicity: Recognition is the level of degree by which, a consumer depends on the publicity's awareness and appeal, keyword / caption, stanza, slogan and model celebrity.

1.4.3 Consumer Behavior: Consumer decision varies with the types of buying decision. The decisions also depend upon many other factors in addition to publicity.

1.5 RESEARCH METHODOLOGY

Before investigating the types of research designs it is important to understand the role and purpose of research design. It's also required to know what type of research design is formulated The main purpose of the present study is "To know the Effect of publicity of consumer buying behavior" towards Durable Goods in Nagpur City. A survey was conducted amongst the households of Nagpur City and a thorough analysis was made.

SAMPLE SIZE

A sample of "800" households was taken for the purpose of study and analysis.

SAMPLING UNIT

Sampling unit consists of all consumers having interest in buying of Durable Consumer Goods in Nagpur City

SAMPLING TECHNIQUE

Convenience sampling technique (non probability sampling) was used for the survey. Questionnaire filled by the selected customers.

Data Collection: Data was collected through primary and secondary sources.

1. Primary data: primary data was collected with the help of structured questionnaire and personal interview.

2. Secondary data: Source of secondary data was collected with help of published reports, magazines, newspapers and the websites.

DATA INTERPETATION TOOLS

The most often tools used to Examine under SPSS -

- Percentage.

HYPOTHESIS FORMULATION

It is basically a presumption which Researcher uses when they do research.

For objective one:

Null: - There is a no significant effect of the Publicity on the brand preference of consumers.

Alternative:- There is a significant effect of the Publicity on the brand preference of consumers.

For objective two:

Null: - There is no difference in the consumer preference regarding the most effective media for Publicity.

Alternative: - There is a difference in the consumer preference regarding the most effective media for Publicity.

2.1 SAMPLE

In this research, the sample comprising of 800 households ($N = 800$) selected from different age groups and income groups. They all were users of Durable Consumer Goods.

2.2 SURVEY INSTRUMENTS

The main objective of the study was to analyze the Effect of Publicity on Consumer behavior of Durable Consumer Goods. The present study a self-explanatory questionnaire consisting of 25 fixed item answers was along with the guideline.

Questionnaire items contained informative questions about advertised brand of Durable Consumer Goods.

RESEARCH FINDINGS

The three basic things in Publicity that can influence the viewers were personality, caption, and appeal. Results in table no.1 showed that almost upto 83% respondents were persuaded to purchase the product due to advertisement, whereas 17% respondents were never persuaded (see Table No.1.).

TABLE No.-1. PERSUASION DUE TO ADVERTISEMENT (N = 800)

Response Category	Frequency	Percentage
Mostly Persuaded	344	43 %
Sometime Persuaded	320	40 %
Never Persuaded	36	17%
Total	800	100%

Table No. 2, showed that 26% of the respondents were mostly influenced by the appeal and 43% were sometime influenced by appeal in the advertisement whereas 31% of respondents were never influenced from the appeal used in advertisement, which means that advertisement did affect consumer behavior to a greater extent. But to find out whether its effectiveness motivates them to purchase the product at once or not further analyses were done (see Table No.2).

TABLE No.2 IMPACT OF APPEAL IN ADVERTISEMENT ON CONSUMER BEHAVIOR (N = 800)

Response Category	Frequency	Percentage
Mostly Persuaded	208	26
Sometime Persuaded	344	43
Never Persuaded	248	31
Total	800	100

The third most persuasive component of advertisement was personality. Impact of personality used in commercial was also explored and results in the table revealed that 30% of the consumers were mostly influenced by the personality used in advertisement of specific brand. But 32% consumers were never influenced by personality used in commercials (see table No.3).

TABLE No.3 FREQUENCY AND PERCENTAGES OF IMPACT OF PERSONALITY (N = 800)

Response Category	Frequency	Percentage
Mostly	240	30 %
Sometime	304	38 %
Never	256	32%
Total	800	100 %

The results indicated that only 34% of consumers were influenced by keyword/ caption used in advertisement of specific brand whereas 17% had no influence of keyword / caption 49% consumers were partly affected. (see Table No.4).

TABLE No.4 FREQUENCY AND PERCENTAGES OF IMPACT OF KEYWORD / CAPTION (N = 800)

Response Category	Frequency	Percentage
Mostly	272	34 %
Sometime	392	49 %
Never	136	17%
Total	800	100 %

Finding of the study also revealed that brand mostly preferred by the respondents is Whirlpool and on second place they preferred brand Godrej.

RESULTS

STAGE I

The present study was aimed to determine effects of advertisement on consumer behavior. Psychometric properties of scale “Effect of Publicity” were also established on the sample of our study. The items measured the effects of publicity of different brands of Durable Consumer Goods. The scale contained the questions about effectiveness of components of publicity.

STAGE II

The present study was carried out to see the Impact of advertisement on consumer behavior of Computer users of Chandrapur City. Analysis of the data revealed that advertisement influenced the consumers to purchase the product at least once in their life.

The ads might be persuasive because firstly it had exposure to the consumers; secondly once the audience had been exposed to the message, they became attentive towards. New Technology and the Social sights.

Result also revealed that there was significant relationship between effective appeal and purchasing pattern of consumers. So it can be concluded that after watching the publicity people would rush to buy the product unless the product seems satisfactory to them. From these results it can be argued that people used active learning process in changing their attitudes towards particular brand.

A variety of factors can influence the persuasion of models that transmit marketing communications. The most investigated factor in persuasion is credibility and believability. The second component of advertising is personality used in commercials. The results indicated that the personality used in the commercials of particular brands of the Consumer Durable Goods are effective.

Findings of the study also revealed that the keyword caption used in commercials also had great influence on consumers. Keyword / captions are used in commercials as an influential and attention gaining components.

CONCLUSIONS

Although environmental factors are important in decision making and getting information but the most reliable and trustworthy source is the publicity of particular brand. Opinion leaders (models) work as the informative agent, so publicity becomes a reliable source. All these issues covering appeal phenomena including attractive personality, keyword / caption and source of information concluded that advertisement had a positive impact on consumers. In order to be more effective and influential in a positive manner, the publicity of particular brand must have all the qualities of a good advt. It was concluded that publicity, appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.

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