Advertising Effects On The Brand Preferences Of Durable Goods In Kumbakonam Taluk In Thanjavur District, Tamilnadu

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Abstract

Over the last three decades markets have moved from mass market to dynamic market. At that time of traditional marketing customer was passive in nature. But in changing business environment, people are move from traditional to modern marketing which calls for more than developing a product pricing, promoting and making it accessible to target customers. In order to deliver the advertising effects on brand preference of durable goods of the customer satisfaction an organisation has to offer quality in its goods and services. Brand loyalty in an important and interesting area of customer behaviour. Brand in the marketing sense means ay letter, words, name, symbol or device or any combination of them to identify the source of manufactures are sell and distribution of a product.

Key words: Advertising Effects, Brand Preference, Durable Goods

1. INTRODUCTION

Advertising is form of communication for which payment has been made to the medium which has carried the communication. When no payment is involved then the communication is known as publicity. The communication is non-personal, as nobody has personally conveyed it. Wheat we witness in retail shops when the salesman talks to us to sell a product is that he is personally communicating with us and hence by the definition it is not advertising. The presentation is for promoting the ideas, goods and services to create awareness and assist in Selling the product. Advertising is done by a known person or firm. This becomes essential to avoid wrong messages being advertised, sometimes, the message becoming useless, as the potential buyer would not know whom to approach for buying the product, idea or service advertised if the advertiser is unknown.

Scope of the study

Consumer is the king of Modern Marketing .The study of advertising effects an brand Preferences in selected durable goods becomes indispensable as the success or failure of Products depends up on the Consumer.

The Present study attempts to know the advertising effects an brand preferences of Refrigerator, Washing Machine Colour Televisions, Air cooler, Grinder, Mixed, Fan, Iran box Electronic cooker, Micro ovens, Induction stove and Pressure cooker etc. The investigation throws light on the preference of the durable goods users or consumers. The Researcher has made an attempt to now the Consumer preference, awareness regarding brand effects on advertising in various key factors influences of Purchase decision in Kumbakonam Taluk of Tamil Nadu.

Objectives of the Study
- To analysis of the sources information influencing purchase decisions on advertising Brand preferences of durable goods, in Kumbakonam Town.
- To analysis the key factors of brand preferences on durable goods in Kumbakonam Taluk.

2. IMPORTANCE OF THE STUDY

Brand in the marketing sense mean by any letter, words, name symbol or device or any combination of them to identify the source of manufacturer or seller or distribution of a goods and services. A large majority of consumer exhibit brand bias and loyalty in respect of certain brands to which they are continuously accustomed. It is in general, the name given to the one others due to superiority of that brand in relations to others.Brand equity refers to a set of assets and liabilities linked to a brand, its name and symbol that add or subtract from the value provided by the product or services to a firm competitors. Durable goods has become a part and partial of our day-to-day household chores without television, washing machine, mixie and so on. Durable goods which were considered as luxuries a decade ago, have become a necessary to day. In fact everyone feels the need for owning these goods. In the market for durable goods almost every day advertisement are given in different media asking the consumer to return or throw the old durable goods.

3. RESEARCH METHODOLOGY

The research adopted the random Sampling techniques of 83 respondents were chosen and from the relevant information gathered by using well-structured interview schedule. Information about the durable goods has been collected from various books and Journals X^2 **distribution** has a large number of applications in Statistics, which are to test the independence of attributes and to test the homogeneity of independent estimates of the population variance. A very powerful test for testing the significance of independency is to

the test of the goodness of fit. The area of the study was Kumbakonam taluk in Thanjavur District.

Table No.01

Gender Wise Classification Of The Respondent In Advertising Effects On Brand Preferences Of Durable Goods In Kumbakonam Taluk In Thanjavur District

Sl. No	Gender	Frequencies	Percentage
1.	Male	83 * 42% = 35	42%
2.	Female	83 * 56% = 48	58%

Source: Primary data

The above table shows gender wise classifications of the respondents 42% of the respondents are male and 56% of the respondents are female. It sum be concluded that majority of the 56% respondents (-48) are male.

Table No.02

Income Level Of The Respondent In Advertising Effects On Brand Preferences Of Durable Goods In Kumbakonam Taluk In Thanjavur District

Sl. No	Income level	Frequencies	Percentage
1.	Below 25,000	16	19.28%
2.	Rs. 25,000 – 50,000	38	45.78%
3.	Rs. 50,000 – 1,00,000	17	20.48%
4.	Above Rs. 1,00,000	12	14.46%
	Total	**83**	**100**

Source: Primary data

It is inferred from the above table that below level income group of the source respondents 38 19.28% are earned in the income of below Rs. 20,000/- and 38% are earned in the income for Rs. 25,000 to 50,000. 20 48% of the respondent are earned in the income above Rs. 1,00,000.

Table No.03

Source of Information Influencing Purchase Decision of an advertising Effects on Brand preferences of Durable Goods in Kumbakonam Taluk of Thanjavur District, Tamilnadu

Sl. No	Source of Information	Frequencies	Percentage
1.	Television	32	38.55%
2.	Ratio	15	18.07%
3.	Friends/ Relation	6	7.23%
4.	Sales persons	8	9.64%

5.	Mobile advertise	12	14.46%
6.	Publicity	6	7.23%
7.	Banner/ posters	4	4.82%
	Total	**83**	**100**

Source: Primary data

The above table reveals that 38.55% of the respondents (32) prefer purchase decision through television advertisement 18.07% of the respondents (15) are having purchase decision taken from radio advertisement 7.23% of the respondents are having purchase decision observing from friends and relatives 9.64% of the respondents (8) have considerable of purchase decision has connected into the mobile advertisement. 7.23% of the respondents (6) are having purchase decision among the publicity advertisement 4.82% of the respondents taken into purchase secession by way of observing the banner and posters advertisement of the durable goods in Kumbakonam Taluk in Tanjavur District.

Table No.04

Factors influences of brand preferences of durable goods in Kumbakonam Taluk in Tanjavur District

Sl. No	Factors of Brand References	No of Respondents	Percentages
1.	Brand Name	28	32.53%
2.	Brand Price	19	22.89%
3.	Brand Quality	3	3.62%
4.	Brand Quantity	8	9.64%
5.	Brand Package	6	7.23%
6.	Brand Health Care	9	10.84%
7.	Brand Special Offer	11	13.25%
	Total	**83**	**100**

Source: Primary data

The above table reveals that 32.53% of the respondent (27) factor influences of Brand name of the durable goods. 22.89% of the respondents (19) are having the brand price of the durable goods. 3.62% of the respondents (3) taken into consideration of the brand quality factors only the durable goods. 9.64% of the respondents (8) observed the influenced the factor of brand quantity of the durable goods. 10.84% of the respondents (9) are having influencing the factors brand package of the durable goods. 163.25% of the respondents (11) are considering in the factors of special offer in the durable goods in Kumbakonam Taluk in Tanjavur District.

4. RESULT AND DISCUSSION

H_o : NULL Hypothesis: There is no change between the gender and factors influences of the consumer in advertising effects on brand preference of selected durable goods in Kumbakonam Taluk in Tanjavur District.

H_1: NULL Hypothesis: There is change between the gender and factors influences of the consumer in advertising effects on brand preference of selected durable goods in Kumbakonam Taluk in Tanjavur District.

H_o : ALTERNATIVE HYPOTHESIS: There is change between the gender and factors influences of the consumer in advertising effects on brand preference of selected durable goods in Kumbakonam Taluk in Tanjavur District.

Table No.05

Chi Square test analysis of Gender and factors influences of the customer in advertising effects of selected durable goods in Kumbakonam Taluk in Tanjavur District.

(Two way classification introduction of chi square test)

Gender	Factors Influences of the Consumer Brand Preference							
	Brand Name	Brand Price	Brand Quality	Brand Quantity	Brand Package	Brand Health Care	Brand offer	Total
Male	14	9	1	2	2	3	4	35
Female	13	10	2	6	4	6	7	48
Total	27	19	3	8	6	9	11	83

Source: Primary data

Table No.06

Expected frequencies of gender and factor influences of the customer in advertising effects of selected durable goods in Kumbakonam Taluk in Tanjavur District

[Chi Square Test – Two way classification – Expected Frequency – Chi Square value]

F_O	F_e	$F_O - F_e$	$(F_O - F_e)^2$	$\Sigma(F_O - F_e)^2 \div F_e$
14	27×35÷83 = 11.3855	2.6145	6.8356	0.6004
9	27×48÷83 = 15.6145	-6.6145	43.7516	2.8020
1	19×35÷83 = 8.0120	-7.0120	49.1681	6.1368
2	19×48÷83 = 10.9880	-9.9880	80.7841	7.3520
2	3×35÷83 = 1.2651	0.7349	0.5401	0.4269

3	3×48÷83 = 1.7349	1.2651	1.6005	0.9225
4	8×35÷83 = 3.3735	0.625	0.3925	0.1163
13	8×48÷83 = 4.6265	8.3735	70.1155	15.1552
10	6×35÷83 = 2.5301	7.4699	55.7994	5.5799
2	6×48÷83 = 3.4699	1.4699	2.1606	0.6227
6	9×35÷83 = 3.7952	2.2648	2.204	0.9735
4	9×48÷83 = 5.2048	1.2048	1.4515	0.3629
6	11×35÷83 = 4.6386	1.3614	1.8534	0.3089
7	11×48÷83 = 6.3614	0.6386	0.4078	0.0583
83	**83**	**0**		$(X)^2 = 41.4163$

Source: Primary data

Brand name is effective factors influences of the consumer preference in Kumbakonam Taluk in Tanjavur District $(13 − 8×48÷83=4.6265/8.3735/70.1155 - (X)^2 = 15.552)$

The above table VI shows that the computed value of $(X)^2$ us 41.4163. Now the researches whether discrepancy between observed and expected frequencies is due to the sampling error not.

To find out the $(X)^2$ tabular value at (ndf = (c-1) (r-1)); (2-1) (7-1)

∵ Degree of freedom in this case =(c-1) (r-1))⟹(2-1) (7-1) = 6

Ndf = 6

The table value of $(X)^2$ for 6 degree of freedom at 5% level of significance is 12.592

$(X)^2$ Calculated value is 41.113 > $(X)^2$ table value is 12.592

Hence the NULL HYPOTHESIS is rejected thus

Table No.07

Chi Square Test – Two Way Classification – Expected Frequency – Chi Square Value Of An Advertising Effects On Brand Preferences Of Durable Goods In Kumbakonam Taluk In Thanjavur District

Calculated Chi Square value	df	S	$(X)^2$ table value	Remarks
41.4113	(c-1) (r-1)); (2-1) (7-1)	5%	12.552	H_o - Rejected

Source: Primary data

Note: significant at 5% Level

NULL HYPOTHESIS : H_o

There is no significant difference between monthly income and source of information influencing the purchase decision of selected durable goods Kumbakonam Taluk in Tanjavur District.

ALTERNATIVE HYPOTHESIS : H_1

There is significant difference between monthly income and source of information influencing purchase decision of selected durable goods in Kumbakonam Taluk in Tanjavur District.

Table No. 08

Chi-square test analysis of monthly income and source of information influencing purchase decision of the respondents of selected durable goods in Kumbakonam Taluk in Tanjavur District

Income level of the respondents	Sources of information influencing purchase decision of the respondents							
Products	Television	Radio	Friends relation	Sales person	Mobile advertise	Publicity	Banner/ poster	Total
Below Rs. 25000	7	2	1	2	2	1	1	16
Rs. 25001 – 50000	16	7	3	3	5	3	1	38
Rs. 50001 – 100000	5	5	1	2	2	1	1	17
Rs. 100001 – above	4	1	1	1	3	1	1	12
Total	32	15	6	8	12	6	4	83

Source: Primary data

Table No.09

Expected frequencies of monthly income and purchase section of the respondent in selected durable goods in Kumbakonam Taluk in Tanjavur District - Tamilnadu

F_O	F_e	$F_O - F_e$	$(F_O - F_e)^2$	$\Sigma(F_O - F_e)^2 \div F_e$
7	32×16÷83 = 6.1687	0.8313	0.6911	0.1120
2	32×38÷83 = 14.6506	-12.6506	160.0377	10.9236

1	32×17÷83 = 6.5542	-5.5542	30.8491	4.7068
2	32×12÷83 = 4.6265	-2.6265	6.8985	1.4911
2	15×16÷83 = 2.8916	-0.8916	0.7950	0.3975
1	15×38÷83 = 6.8675	-5.8675	34.4276	5.0131
1	15×17÷83 = 3.0723	-2.0723	4.2944	1.3978
16	15×12÷83 = 2.1687	13.8313	191.3049	88.2118
7	6×16÷83 = 1.1566	5.8434	34.1453	29.5221
3	6×38÷83 = 2.7470	0.2530	0.0640	0.0233
3	6×17÷83 = 1.2289	1.7711	3.1368	1.0456
5	6×12÷83 = 0.8675	4.1325	17.0776	19.6860
3	8×16÷83 = 1.5422	1.4578	2.1252	1.3780
1	8×38÷83 = 3.6627	-2.6627	7.0900	1.9357
5	8×17÷83 = 1.6386	3.3614	11.2990	6.8955
5	8×12÷83 = 1.1566	3.8434	14.7717	2.9543
1	12×16÷83 = 2.3133	-1.3133	1.7248	0.7456
2	12×38÷83 = 5.4940	-3.4940	12.2080	6.1040
2	12×17÷83 = 2.4578	-0.4578	0.2096	0.0853
1	12×12÷83 = 1.7349	-0.7349	0.5401	0.5401
1	6×16÷83 = 1.1566	-0.1566	0.0245	0.0212
4	6×38÷83 = 2.7470	1.2530	1.5700	0.5715
1	6×17÷83 = 1.2289	-0.2289	0.0524	0.0426
1	6×12÷83 = 0.8675	-0.1325	0.0176	0.0203
1	4×16÷83 = 0.7711	0.2289	0.0524	0.0680
3	4×38÷83 = 1.8313	1.1687	1.3659	0.7459
1	4×17÷83 = 0.8193	0.1807	0.0327	0.0399
1	4×12÷83 = 0.5789	0.4217	0.1778	0.3075
83	83		536.9917	$(X)^2$ =184.9861

Source: Primary data

Table No.10

X^2 Test Table Two Way Classification An Advertising Effects On Brand Preferences Of Durable Goods In Kumbakonam Taluk In Thanjavur District

Purchase decision	calculated value	d.f	X^2 table value	Remarks
	184.786	(c-1)=(7-1)=6 (r-1))= (4-1) =3	28.869	H_o rejected H_1 Accepted

Source: Primary data

Note: 5% level of significance

Calculated value of $(\aleph)^2$ =184.9861 > tabulated value of $(\aleph)^2$ =28.869

∴ The Ho-null hypothesis is rejected i.e, there is no significant differences information influencing the purchased decision of selected durable goods in Kumbakonam Taluk in Tanjavur District - Tamilnadu.

5. SUMMARY OF FINDINGS

- ❖ In terms of gender, the sample indicates that majority of the respondent 48 are female (58%).
- ❖ Income is one of the most important determinants in the profile of the respondents majority of respondents 45.78 percent.
- ❖ 38.55% of the respondents (32) prefer purchase decision through television advertisement
- ❖ 32.53% of the respondent (27) factor influences of Brand name of the durable goods.
- ❖ No significant difference between monthly income and source of information influencing the purchase decision of selected durable goods Kumbakonam Taluk in Tanjavur District.
- ❖ Ho-null hypothesis is rejected i.e, there is no significant differences information influencing the purchased decision of selected durable goods

6. SUGGESTIONS

- ❖ Popular brands assume quality. It is necessary thet the buyer insist on branded durable goods most buyer think that branded goods cost more and to not go for necessary loyalty of the brand of the customer
- ❖ It is observed that selected durable goods users for that the credit schemes of purchases should be encouraged and moderated by providing and arranging various credit scheme.
- ❖ Beside of these scheme (i.e concessions, loan mela, Exchange mela gifts) the two wheeler dealers should established their door to door can washing for their sales promotion

7. CONCLUSION

Successful brands rare proved better income earners to many Companies. It has also become possible to develop a steady demand by using brand as a distinctive and reliable symbol of recognition. The brand must carry through to the ultimate Customer. Branded goods are generally of good quality because brand owners try to maintain the quality in order to secure Stranger Market Position on effective advertisement of the durable goods in Kumbakonam Taulk Tamil Nadu.

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