



An Empirical study and the impact of the Advertisements on the brand preference of consumers : with special reference to hair care products in district Indore

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Introduction

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. Consumer generally refers to any one engaging in any one or all of the activities stated in our definition. The traditional viewpoint was to define consumers strictly in terms of economic goods and services and purchasers of products offered for sale. The view now has been broadened. It now also holds that monetary change is not essential for the definition of consumers. Few potential adopters of free services or even philosophic ideas can be encompassed by this definition. All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Now the whole concept of consumer's sovereignty prevails. The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, consumer is the supreme in the market.

As we know these days hair care companies are advertising their product so much on televisions and are spending so much money on the celebrities to endorse their products. For increasing the sale of their product they are taking film stars, cricket stars in their advertisements of their products which are again very costly. Therefore we took this as opportunity to study different aspects of advertisement, their impact on consumer perception etc. Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, Advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. The crescendo of celebrities endorsing brands has been steadily increasing over the past 20 years or so. Marketers overtly acknowledge the power of celebrity in influencing buyer's purchase decision. They have firm believe that likeability or a favorable attitude towards a brand is created by the use of a celebrity. The crore of rupees spent per year on celebrity endorsement contracts show that celebrities play an important role for the



advertising industry. It is an established fact that celebrity endorsement can bestow unique features or special attributes upon a product that it may have lacked otherwise.

Review of literature

Mark M. Moriart(2002), In this research paper addressed the question of how long the carryover effect of advertising on sales persists. Appropriate cautions are included in the conclusions reached by Clarke since the preponderance of studies that he reviewed involved mature frequently purchased low-priced products. His conclusion is that, for such products, the carryover effect of advertising lasts a matter of months rather than years. The current study examines durable goods and provides preliminary evidence that for some durables, advertising effects may have a duration interval that exceeds a year.

Gupta & Devi (2008) studied It will be around the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing, skin care products and hair care products etc. they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television.

Guolla (2011) Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want.

Vinod Kumar Bishnoi, (2009) Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. In developing countries where majority of the population live in remote areas; the effects of Television (TV) advertisement are very much high. In these areas TV advertisement enhances the satisfaction level of those products and they prefer to buy that one. Muneer (1995) studied the social and economical effects of advertisement on the Saudi consumer. He found that the advertisement provides the knowledge about new products and it helps them select the best products. However, some of the study sample indicated an adverse effect of the television advertisement through encouraging the consumer to buy unneeded products.

Mickel (1990) Studied the effects of commercial television on Iraqi consumer. The found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect, directly the consumer behavior.

Research methodology

The present study has been conducted in district Indore which is based on both primarily and secondary information. The primary information was obtained from field survey through well-structured questionnaire, convenience sampling will be done as per the requirements of the study and the secondary data were collected through journals and relevant websites. Total 100 respondents were undertaken for the comprehensive study.

Empirics

Age of respondents

particulars	Frequency	Percent
20-25	23	23%
25-30	27	27%
30-35	20	20%
35-40	17	17%
Above 40	13	13%
Total	100	100%



From the above table it is observed that 23% of respondents fall under the age group of 20-25. 27% of respondents fall under the age group of 25-30. 20% of respondent's fall under the age group of 30-35. 17% of respondents fall under the age group of 35-40 while the rest of 13% of respondent's fall under the age group of above 40.

Gender of the respondent's

particulars	Frequency	Percent
Male	57	57%
Female	43	43%
Total	100	100

From the above table it is observed that the 57% of the respondents are male and 43% of respondents are females.

Which is your favorite brand

Particulars	Frequency	Percent
Head& Shoulder	26	23%
Dove	21	27%
Loral	17	20%
Pantene	23	17%
Clinic plus	13	13%
Total	100	100%

From the above table it is observed that 23% of respondent use head & shoulder their favorite brand. 27% of respondent's use Dove. 20% of respondent's use Loral. 17% of respondent's use Pantene and rest 13% of respondents use clinic plus as their favorite brands

Why you have chosen this brand

Particulars	Frequency	Percent
Price	22	22%
Quality	28	28%
Advertisement	30	30%
Brand name	20	20%
Total	100	100%

The above table depicts that the 22% of respondent's chose the brand because of their price, 28% choose because of quality 30% of respondent's choose because of advertisement while the rest of respondent's choose because of brand name.

Does advertisement effects the choice of your brand

particulars	Frequency	Percent
Yes	67	67%
No	33	33%
Total	100	100

The above table depicts that the 67% of the respondents had advertisement effect on their choice of brand while 33% had no effect on their choice of brand.

Which medium of advertisement you like the most

Particulars	Frequency	Percent
T.V	40	40%
Newspapers	15	15%
Magazine	10	10%
Internet	30	30%
Others	05	05%
Total	100	100%



The above depicts that the 40% of respondent's like the TV as the medium of advertisement. 15% of respondent's like newspapers. 10% of respondent's like magazines. 30% of respondent's like internet while the rest of respondent's like others as the medium of advertisement.

Findings of the study

In this study the maximum respondent's falls under the age group of 25-30.

The maximum respondent's are males 57%.

The maximum number of respondent's use head & shoulders as their favorite brand 26% next to Pantene 23%.

Maximum respondent 30% choose the brand because of advertisement.

67% of respondents had advertisement effect on choosing the brands.

40% of respondents like T.V as the medium of advertisement next to internet 30%.

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