

MEASUREMENT OF ADVERTISEMENT EFFECTIVENESS - A STUDY WITH REFERENCE TO GOLD JEWELLERY CONSUMERS IN CHENNAI CITY

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ABSTRACT

In this paper the researcher intended to estimate what is the exact effectiveness of advertisement through the empirical evidences. In the present scenario television commercials are playing very important vital role for all types of consumers is especially gold the consumers. Most of the gold jewellery shops are not transparent enough to satisfy the customers, therefore the customer is always expect different types of advertisements and information through those advertisements before their purchase. Television commercials give lot of advertisements regarding gold price, making charges and wastage. In this juncture it is very important to measure what type of advertisement really gives the transparent information to satisfy the customers. The main aim of this research is to study the demographic background of jewellery consumers and that their preferences, purchase decision pattern and their level of satisfaction. The study is based on primary data obtained from jewellery consumers and the researcher applied multivariate statistical techniques to find the exact relationship between demographic background of consumers and their perception towards advertisements regarding purchase of gold jewellery.

Keywords: *Advertisement, effectiveness, transparency of information under demographic background.*

INTRODUCTION

Way back in 1991, the Indian government introduced the liberalisation and globalisation of economic policies. That scenario created motivation to all sectors for the growth amid heavy competition. The customers in the marketing arena are empowered with the good economic background to have the capacity to purchase gold and other products.. Also, Indian women have an interest to get a lot of gold jewellery. A lot of gold jewellery outlets have mushroomed in Chennai to match the increasing purchases on gold jewellery. Usage of celebrity packaging to plug their complete has raised manifold in jewellery trade. The investment on celebrity packaging to plug the complete of the shop is high. It is necessary to judge whether or not these investment profit the shop in their survival. Hence, the study with reference to celebrity packaging in gold jewellery is taken into account as a crucial issue. This innovative research paper is an attempt the estimate the exact influence of advertisement on the customers of jewellery in terms of their purchase decision process .

More than half of the economic advertisement utilise popular people to sell their products. Endorsements involve three participants - sellers, endorsers and target shoppers. Endorsement by popular people is that the activity that utilizes a celebrity to endorse a product in advertising. Celebrity endorsement is associate-advertising strategy among several others - as examples – selling, popular advertisement, sales promotion etc. It is common that firms use celebrity endorsement related to celebrity endorsers over an extended amount of time (Hsu and McDonald, 2002) because the gold jewellery search-homeowners pay Millions of rupees each year for propaganda by the rich and famous. The question arises - whether or not is it value all the cash. The perception of the buyer on celebrity advertising becomes a good selling technique in choosing gold jewellery search and what square-measure the aspects of the celebrity that influences consumers the foremost. The research worker makes associate a humble plan to analyse whether or not this strategy works on all types of jewellery products and whether or not it will increase the sale proportion. Hence, the necessity for the study.

LITERATURE REVIEWS

Poul (2001) in his research exercise infers that advertising is an important marketing communication strategy in marketing mix. The study observed that advertising fills the “consumer information gap” but the specific meanings attributed to advertising should be viewed from different angles. The study observed that advertisers could interpret how consumers form attitudes towards the advertisement and for their brands.

Chi et al (2009) says that when consumers buy a product, they will compare it. A product with a good brand image can make consumers have a high level satisfaction and confidence to purchase it. Consumer can obtain trustworthy perceived value through advertising endorser’s recommendation. A company can therefore increase its competitiveness through it. The influence of advertising endorser on consumers is through an idol or a celebrity to market a product. Advertising endorser can connect product value by deepening consumers’ impression and transfer their feelings on a product/service.

Rajagopal (2010) studied on consumer culture and purchase intentions towards fashion apparel. The results reveal that socio cultural and personality related factors induce the purchase intentions among consumers. Fashion loving consumers typically patronage multi-channel retail outlets, designer brands, and invest time and cost towards an advantageous product search. The results of the study show a positive effect of store and brand preferences on developing purchase intentions for fashion apparel among consumers.

HareemZebet al (2011) the view about on influence of brands on female consumers’ buying behavior in Pakistan clothing. The results indicate that status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behavior while increasing consumer involvement in fashion clothing.

Dr. Mamta Vyas (2012) explored the attractions for the international branding marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable example of companies and their experience in going rural. Rural marketers would do well to add some value to their products in international fashion if they are keen to secure the loyalty of the consumers.

RESEARCH GAPS.

The above-mentioned national and international literature pertaining to advertisement, attractiveness of advertisement and effectiveness of advertisement clearly revealed that none of the studies measured the impact of advertisement exactly on consumers purchase decision process to buy gold jewellery. Therefore the present research attempts in this direction to empirically provide evidences for the impact of advertisements.

OBJECTIVES OF THE STUDY.

- ⤴ To analyse the impact of advertisement on preferences of customers of gold jewellery..
- ⤴ To measure the effectiveness of advertisement on participation of gold jewellery

HYPOTHESES.

- ⤴ There is no significant impact of advertisement on preferences of customers of gold jewellery.
- ⤴ There is no significant effect of advertisement on purchase decision pattern of gold jewellery customers.

METHODOLOGY

This study is based on both primary and secondary data. The primary data is collected through a structured questionnaire. The questionnaire consists of four parts namely demographic profile of customers, awareness on advertisement, customer preferences and the purchase decision pattern. The demographic variables and awareness of advertisement or in the form of optional type questions. Customer preferences and the purchase decision pattern are in likert’s five point scale statements.

SAMPLE COLLECTION

The researcher applied convenience sampling method to collect the responses from customers of jewellery. The researcher obtained 20 responses each from 15 zones of Chennai city. After receiving 300 responses, the researcher found 12 of them are not completely filled. Hence the sample size of the research is 288.

DATA ANALYSIS.

In order to analyse the primary data the researcher used simple percentage analysis, t-test, one-way analysis of variance, linear multiple regression analysis and the structural equation model.

ANALYSIS AND DISCUSSION.

In this section the researcher presents primary data analysis of the research paper. The perceptual difference among the annual income of the jewellery consumers is presented in the following ANOVA table.

Table 1. ANOVA of Influence of Annual Income on the Factor of effectiveness of Advertisement

Facors		Sum of Squares	Df	Mean Square	F	
Advertisement Attractiveness	Between Groups	20.781	4	5.195	6.748	.000
	Within Groups	400.325	520	.770		
	Total	421.107	524			
Information	Between Groups	25.705	4	6.426	7.410	.000
	Within Groups	450.938	520	.867		
	Total	476.643	524			
Trustworthiness	Between Groups	9.723	4	2.431	3.688	.006
	Within Groups	342.726	520	.659		
	Total	352.450	524			
Advertising personality	Between Groups	10.385	4	2.596	2.857	.023
	Within Groups	472.518	520	.909		
	Total	482.903	524			

Source: Primary Data

From the above table it is found that advertisement attractiveness (F=6.748, P=0.000), Information (F=7.410, P=0.000), trustworthiness (F=3.688, P=0.006) and Advertising personality (F=2.857, P=0.023) are statistically significant at five percent level. This shows that consumer annual income has influence over the factors of advertisement. This leads to the main comparison of different groups of customers based on annual income as shown in the table below.

Table 2. Description of Influence of Annual Income on the Factor of effectiveness of Advertisement.

		N	Mean	Std. Dev.	Std. Error	95% Confidence Interval for Mean		F	Sig.
						Lower Bound	Upper Bound		
Advertisement Attractiveness	Up to 50000	209	3.638	.905	.062	3.515	3.762	6.748	.000
	50001-2 Lakh	133	3.500	.738	.064	3.373	3.626		

	200001- 5 Lakh	110	3.295	.868	.082	3.131	3.459		
	500001 to 10 Lakh	57	3.052	1.116	.147	2.756	3.349		
	Above 10 Lakh	16	3.156	.625	.156	2.823	3.489		
	Total	525	3.453	.896	.039	3.376	3.530		
Information	Up to 50000	209	3.433	.983	.068	3.298	3.567	7.410	.000
	50001-2 Lakh	133	3.766	1.065	.092	3.584	3.949		
	200001- 5 Lakh	110	3.527	.732	.069	3.388	3.665		
	500001 to 10 Lakh	57	2.991	.826	.109	2.772	3.210		
	Above 10 Lakh	16	3.312	.478	.119	3.057	3.567		
	Total	525	3.485	.953	.041	3.403	3.567		
Trustworthiness	Up to 50000	209	3.629	.740	.051	3.528	3.730	3.688	.006
	50001-2 Lakh	133	3.406	.850	.073	3.260	3.552		
	200001- 5 Lakh	110	3.627	.785	.074	3.478	3.775		
	500001 to 10 Lakh	57	3.254	1.035	.137	2.979	3.529		
	Above 10 Lakh	16	3.656	.625	.156	3.323	3.989		
	Total	525	3.532	.820	.035	3.462	3.602		
Advertising personality	Up to 50000	209	3.502	.952	.065	3.372	3.632	2.857	.023
	50001-2 Lakh	133	3.297	.965	.083	3.131	3.462		
	200001- 5 Lakh	110	3.636	.962	.091	3.454	3.818		
	500001 to 10 Lakh	57	3.412	.964	.127	3.156	3.668		
	Above 10 Lakh	16	3.031	.718	.179	2.648	3.413		
	Total	525	3.454	.959	.041	3.372	3.536		

Source: Primary Data

From the above table it is found that the jewellery consumers who are running business strongly agree for the advertisement attractiveness, trustworthiness and advertising personality of advertisement, whereas the consumers who are retired do not strongly agree for advertisement attractiveness and trustworthiness of advertisement. Retired consumers strongly agree for information provided by the advertisement.

Influence of Advertisement on Brand Awareness.

Influence of four independent factors advertisement attractiveness , Information , trustworthiness and advertising personality and Advertising personality on the dependent factors of effectiveness is measured through linear multiple regression analysis and the results are presented below

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.341	1.13696

Source: Primary Data

From the above table it is found that $r^2 = 0.346$. It implies that the element of advertisement create 34.6% variance over brand awareness. This leads to the verification of regression fit as stated in the table below.

Table 4 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	355.315	4	88.829	68.716	.000 ^b
	Residual	672.197	520	1.293		
	Total	1027.512	524			

Source: Primary Data

From the above table it is found that $F=68.716$, $P=.000$ are statistically significant at 5% level. Therefore it can be concluded that there is a deep relationship between advertisement and the brand awareness of jewellery consumers. The following table indicates the individual influences as shown in the co-efficient table.

Table 5. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.913	.289		-3.159	.002
Physical Attractiveness	.660	.064	.422	10.278	.000
Expertise	.120	.057	.082	2.091	.037
Trustworthiness	.156	.072	.091	2.172	.030
Celebrity Congruence	.284	.055	.195	5.207	.000

Source: Primary Data

From the above table it is found that Physical Attractiveness ($\text{Beta} = .422$, $t=10.278$, $p=.000$), Expertise ($\text{Beta}=.082, t=2.091, p=.037$), Trustworthiness ($\text{Beta}=.091, t=2.091, p=.030$), Celebrity Congruence ($\text{Beta}=.195, t=5.207, p=.000$) are statistically significant at 5% level.

From the above table it is found that advertisement attractiveness impacts very strongly compared to other factors. Attractiveness of the advertisement improves the consumer awareness on the jewellery brand. It implies physical attractiveness present in the celebrity advertisement creates more awareness of the brand through sub consciously fixing the attractiveness in their mind when they recall the physic of advertiser simultaneously of the brand also come to their brand. Kumar and Hundal (2015) study on attractiveness of a advertisement. A particular brand strongly influence a customer perception on brand in positive way substantiates the above result.

FINDINGS AND CONCLUSION.

It was found that transparent information, trustworthiness, advertising personality are significant in the analysis of influence of advertisement on believability. Trustworthiness had strong impact on believability. Analysing the celebrity advertisement on favourableness, it was found that physical attractiveness, expertise, trustworthiness, personality have more expertise is expected to be more favourable for the consumers.

The influence of advertisement on grabbing attention was analyzed. Physical attractiveness, trustworthiness, advertisement personality are significant in which attractiveness had stronger attention from the public. Interest creation also had stronger impact from trustworthiness compared to other factors.

It is concluded that the consumers regularly visit jewellery showrooms and comfort style of their shopping is leisurely and once in every three months they visit jewellery shops.. Middle and upper class families often prefer organized jewellery showrooms. Consumers are giving more importance to branded jewellery and visit the showroom on account of the availability of multi-brands jewels and are attracted by celebrity endorsements. Film stars were found to be the most favourite celebrities and from which young celebrities are more accepted by consumers. The highest influencing feature towards a celebrity endorser is attractiveness and while noticing an advertisement the consumers are giving more importance to product information,

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