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A STUDY ON CUSTOMER PREFERENCE TOWARDS ADVERTISING

B.LOGESWARI PG || Student
Department of Management Studies
Periyar Maniammai University
Thanjavur.

ABSTRACT

Advertising is a way of communication to convince the customer for making purchase or service and delivery information to the viewers. This study is on customer preference towards advertising. For this research we have chosen 50 respondents in and around Thanjavur city through a structured questionnaire. The data collected from 50 respondents have been analyzed using percentage analysis. The findings were interpreted on the basis of results arrived out of the analysis.

KEYWORDS : Advertisement, Customer Preference, Product, Purchase Decision.

INTRODUCTION

Marketing

Marketing is the process of communicating the value of a product to customer, for the purpose of selling that product or service. Marketing is the action or business of promoting or services, including market research and advertising.

Advertising

Advertising is a promotional activity for marketing a commodity. In the present day world mass production and distribution, advertising serves as a powerful tool in the marketing machinery. Different producers manufacture similar types of goods. They face tough competition in the market. Every producer is trying to create demand for his product. Advertising helps the manufacture to increase his sales or maintaining his market. It is only through proper advertising a new product advertising a new product can be introduced in the market.

1. Television Advertising

Television is the latest indoor medium of mass communication. It is an audio-visual system. The advertising message reaches the viewers at their home when they are relaxed and receptive. Today, worldwide advertisement can be made for a product with the help of multi channels in a television.

Merits

- TV appeals to both the senses of sound and sight. As a result it combines the two to produce high impact on communication.
- It has overcome one of the major limitations of the radio i.e., pictorial presentation of merchandise.
- It provides colour visibility making the message all the more attractive and impressive.

Demerits

- Television advertising is costly and sometimes exaggerating also.
- In the countries where television is a luxury its appeal is restricted to the rich people alone.
- Sometimes the advertisement is so interesting and attractive that viewer's attention is carried away from the product.

2. Film Advertising

It is also an audio-visual medium. Film advertising is made in cinema theaters. The message is conveyed to a big audience in the cinema

hall. The advertisement in the form of commercial films and slides are shown before the regular films.

Merits

- It has a mass appeal and cover all classes of people-poor, middle and rich.
- It is not waste as no advertisement can escape the attention of the mass.

Demerits

- Production cost is very high for a medium film.
- There is censoring of films-restrictions.
- The audience may get irritated when more advertising films are shown.

3. Sky Advertising

Big kites and balloons are floated in the air and advertising message is written on them. This type of advertisement can be seen from a long distance. People out of curiosity normally are tempted to read the message conveyed by this medium.

Merits

- It will attract all type of people easily.
- Everyone can able to see this from everywhere.

Demerits

- By this sometimes accidents will also happens.
- Traffic problems also happen by this kind of advertisement.

4. Exhibition

Exhibitions are trade shows conducted by manufacturers to exhibit their products. Exhibitions are gaining popularity in recent times. Various producers reserve stalls in trade shows and complete with each other in promoting sales. They are held at local, national and international level.

Merits

- It will attracts more people
- They will give a demonstration about the product

Demerits

- There is a chance to sell a fake product to the customers
- In some kinds of products the durability is less but they buy

the product through the attraction of lighting given to the products.

5. Web Advertising

The first web advertisement requires the participation of the internet users. The internet has enabled the consumers to interact directly with the advertisers and the advertisements. Web advertising is an attempt to disseminate information through internet in order to effect a buyer seller transaction.

Merits

- It is more Informative
- Less Expensive
- Easy to use

Demerits

- It is only suitable for educated or skilled people
- It makes the people much lazier

OBJECTIVES

1. To find out the factors of contribution to the consumer satisfaction of the advertising
2. To study about the marketing management through advertising
3. To know the consumer preference in which type of advertising

REVIEW OF LITERATURE

Brajdeep Sing (2012) tells that research linking advertisement factor which effecting consumer preference from one product to another product. Aerated companies are spending lot of money on advertisement. Therefore, Advertising is an important aspect of the companies to promote their product and generate sales. Udhayakumari (2013) stated that the competitive environment, markets are finding it difficult to create and retain customer for their product. The basic purpose of this research paper is to identify various factors influencing for preferring their brands.

T.Ravikumar (2012) tells that Consumption is the soul and the purpose of all production. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose off on to evaluate products and services. Consumer is “an individual who purchases products or services for his own or his family’s personal use”. Consumer purchasing behavior covers “all activities and decisions which relate to choosing products, purchasing and post- purchasing use”.

Rajagopal (2011) says, that the effectiveness of different fashion marketing strategies and analysis of consumer behavior in a cross-section of demographic settings in reference to fashion apparel retailing. The study examines the determinants of consumer behavior and their impact on purchase intentions toward fashion apparel in reference to brand image, promotions and external-market knowledge. The constructs of the study were measured using reflective indicators showing effects on the product-related, economic and cognitive variables.

Shendge (2012) says that majority of people may aware only through television and newspaper advertisement

METHODOLOGY

Sample Size: 50 respondents were chosen for this study.

Sampling Technique: Convenient Sampling technique was adopted to choose the 50 respondents.

Tool for data collection: A Structured Questionnaire was administered to collect data from 50 respondents from Thanjavur City.

Data Analysis: Percentage Analysis was used to analyse the data and the results were interpreted.

DATA ANALYSIS

Table 1: Gender wise distribution of the respondents

Gender	No. of Respondents	Percentage
Male	21	42
Female	29	58
TOTAL	50	100

Inference: It is clear from the above table that 58% of the respondents were female whereas 42% of the respondents were male.

Table 2: Age wise distribution of the respondents

Age	No. of Respondents	Percentage
20-25	44	88
26-30	3	6
31-40	2	4
40 & Above	1	2
TOTAL	50	100

Inference: It is clear from the above table that 88% of the respondents were in the age group of 20 - 25 years, 6% were in 26 - 30 years, 4% of them in 31 - 40 years whereas 2% of the respondents were 40 & above.

Table 3: Qualification wise distribution of the respondents

Qualification	No. of Respondents	Percentage
SSLC/Diploma	1	2
Graduation	23	46
Post Graduate	26	52
TOTAL	50	100

Inference: : It is clear from the above table that 52% of the respondents were Post Graduate, 46% of the respondents were graduates whereas 2% of them were SSLC/Diploma holders.

Table 4: Types of Advertisements preferred by Customers

Advertisement	No. of Respondents	Percentage
Television	35	70
Film	3	6
Facebook	5	10
Sky	1	2
Exhibition	2	4
Web	4	8
TOTAL	50	100

Inference: It is clear from the above table shows that 70% of the respondents preferred Television Advertisement, 6% of the respondents preferred Film Advertisement, 10% of the respondents preferred Facebook Advertisement, 2% of the respondents preferred Sky Advertisement, 4% of respondents were preferred Exhibition Advertisement, and 8% of respondents preferred Web Advertisement.

Table 5: Reasons for preferring a particular type of advertisement by customers

Types	No. of	Percentage
Wide reach	16	32
Less Expensive	4	8
More Descriptive	4	8
More Attractive	26	52
TOTAL	50	100

Inference: It is clear from the above table shows that 32% of

customers were preferred advertisement because of wide reach, 8% of customers were preferred advertisement because of less expensive, 8% of customers were preferred advertisement because of more descriptive, 52% of customers were preferred advertisement because of more attractive.

FINDINGS

- Majority of the respondents were Female
- Majority of the respondents were belongs to the age group of 20-25 years
- Majority of the respondents were Post Graduate
- Majority of the respondents preferred Television Advertisement
- Majority of the respondents prefer advertisement because of it is more attractive.

CONCLUSION

From this study we reveals that Television Advertisement playing a major role in buying products, because it will easily attracts more customers of any age group people. And also the television advertisement is convenient and easy to use even at home. So most of the customers preferred Television Advertisement is the Best way to increase sales promotion. By implementing various new strategies in other types of advertisement will also increase the production.

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