

THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS SMART PHONE IN KANYAKUMARI DISTRICT

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ABSTRACT

Advertisements stimulate the consumers to buy smart phones. Within few years the smart phones which was bought becomes outdated which leads to buy a new one, so the need for the smart is arisen continuously. Advertisements make demand for smart phone among the new consumers and also the existing consumers. Advertisements inform the customer about the new features of the smart phone which induce the consumers to buy it. This study aims at finding whether or not advertisements influence consumer's buying behavior towards smart phone and also to know the impact of advertisement on consumer buying behavior towards smart phone. To analyse the impact of advertisement, Chi-square, t-test and ANNOVA have been used. 125 sample respondents were selected on the basis of multistage random sampling method.

Key words

Buying behaviour, Awareness of advertisement, influence of advertisement and effectiveness of advertisement

INTRODUCTION

Smart phones help to attend online classes for the students and to conduct virtual meeting to the organization during the pandemic situation. It can be taken everywhere. It has replaced devices like watch, laptop, books and camera to the some extent. Advertisements create demand for smart phone through various media. How far the advertisement has made changes in the consumer buying behaviour, is measured through this study by enquiring the consumers that which factors influence buying behaviour towards smart phone. The advertisement has to make change in consumer behaviour which consists of attitude, emotion and preferences

Statement of Problem

In the olden days, the function of the advertisement was to inform the consumers about the product. After the industrial revolution, mass production had happened, so that the producers have to make demand for their product artificially through advertisements. Presently, not only the advertiser is benefited by advertisement which leads to increase in sale but also the consumer is benefited through advertisement because by using the advertised product, the standard of life of the consumer is increased. But the problem is, whether or not, advertisement has influenced

the consumer buying behaviour. So measuring the effectiveness of advertisement becomes essential which is done through this study.

Objectives of the study

1. To analyse the factors that influence consumers to buy smart phone.
2. To analyse the advertising factors that influence consumer buying behaviour towards smart phone.

Scope of the study

The study analyse the reason for using smart phone and the things that stimulate consumers to buy it and also measuring the effectiveness of advertisement in changing consumer buying behavior as regards smart phone.

Research methodology

The study has both primary and secondary data. Primary data have been collected from 125 sample respondents who use smart phone in Kanyakumari district. Interview schedule method has been used to collect the required primary data. The secondary data have been collected from books, journals, reports and website. Multi stage random sampling was used to select sample respondents.

Statistical tools for analysis

The statistical tool such as t-test and one way analysis of variance is used to analyse the data.

ANALYSIS AND INTERPRETATION

Influencing factors to buy smart phone

To analyse the difference between gender and influencing factors to buy smart phone, t-test is administered.

H_0 : There is no significant difference between gender and influencing factors to buy smart phone.

Table.1
Difference between gender and influencing factors to buy smart phone

Factors	Gender	N	Mean	T	Sig. (P-value)
Online class	Male	68	3.9706	3.857	.000
	Female	57	3.2982		
Virtual meeting	Male	68	4.0000	4.211	.000
	Female	57	3.2982		
Video call	Male	68	4.0294	4.518	.000
	Female	57	3.2982		

E-mail	Male	68	4.0588	4.752	.000
	Female	57	3.2982		
Internet	Male	68	4.0882	4.893	.000
	Female	57	3.2982		
Phone call	Male	68	4.1324	5.438	.000
	Female	57	3.2982		
Social media	Male	68	4.0772	4.774	.000
	Female	57	3.2882		
Music	Male	68	4.0588	2.362	.020
	Female	57	3.6140		
Game	Male	68	4.1029	2.518	.013
	Female	57	3.6140		
Television, Radio & Film	Male	68	4.0588	1.853	.066
	Female	57	3.7018		
Camera	Male	68	4.0100	4.309	.000
	Female	57	3.3072		
Message	Male	68	4.0000	1.189	.237
	Female	57	3.7895		
Book	Male	68	3.9706	-.166	.869
	Female	57	4.0000		

The above Table 1 reveals that the p-value of 'Online class', 'Virtual meeting', 'Video call', 'E-mail', 'Internet', 'Phone call', 'Social media', 'Music', 'Game' and 'Camera' are less than 0.05 at 5% level of significance ($P < 0.05$). Therefore the null hypothesis is rejected for these variables. There is a significant difference between gender and influencing factors to buy smart phone for these variables.

Advertising factors which influence consumer buying behaviour towards smart phone

H_0 : There is no significant difference among income level and advertising factors which influence consumer buying behaviour towards smart phone

Table.2
Difference among income level and advertising factors which influence consumer buying behaviour towards smart phone

Factors	Income	N	Mean	F-value	Sig. (P-value)
Price information	less than 10,000	26	4.0769	3.174	0.010
	10,000 - 20,000	23	4.0000		
	20,000 - 30,000	28	3.3571		
	30,000 - 40,000	24	3.5833		
	40,000 - 50, 000	11	4.3636		
	50, 000 & above	13	3.4615		
Offers	less than 10,000	26	4.0000	3.357	0.007
	10,000 - 20,000	23	4.0000		
	20,000 - 30,000	28	3.2143		
	30,000 - 40,000	24	3.5000		
	40,000 - 50, 000	11	4.3636		
	50, 000 & above	13	3.4615		
Product specification	less than 10,000	26	4.0000	3.843	0.003
	10,000 - 20,000	23	4.0000		
	20,000 - 30,000	28	3.1429		
	30,000 - 40,000	24	3.4167		
	40,000 - 50, 000	11	4.3636		
	50, 000 & above	13	3.4615		
Durability	less than 10,000	26	3.7692	2.622	0.028
	10,000 - 20,000	23	4.0000		
	20,000 - 30,000	28	3.0714		
	30,000 - 40,000	24	3.5000		
	40,000 - 50, 000	11	4.1818		
	50, 000 & above	13	3.4615		
New features	less than 10,000	26	3.5385	2.550	0.031
	10,000 - 20,000	23	4.0000		
	20,000 - 30,000	28	3.2857		
	30,000 - 40,000	24	3.5000		
	40,000 - 50, 000	11	4.3636		
	50, 000 & above	13	3.3077		
New technology	less than 10,000	26	3.8077	2.153	0.064

	10,000 - 20,000	23	3.9130		
	20,000 - 30,000	28	3.2143		
	30,000 - 40,000	24	3.6667		
	40,000 - 50, 000	11	4.1818		
	50, 000 & above	13	3.4615		
Review information	less than 10,000	26	3.7692	4.712	0.001
	10,000 - 20,000	23	4.0870		
	20,000 - 30,000	28	3.1429		
	30,000 - 40,000	24	3.7500		
	40,000 - 50, 000	11	4.7273		
	50, 000 & above	13	3.4615		

The above Table 2 shows that the p-value of 'Price information', 'Offers', 'Product specification', 'Durability', 'New features' and 'Review information' are less than 0.05 at 5% level of significance ($P < 0.05$). Therefore the null hypotheses are rejected for these variables. It concludes that there is a significant difference among income level and advertising factors which influence consumer buying behaviour towards smart phone for these variables.

Suggestion

Adverting message should be ethical and truthful and exaggeration should be avoided. Advertisers should use direct and simple language in an understandable manner to attract all sections of consumers. Some advertisers do not mention the price of the smart phone but they only mention the discount percentage. From which amount consumer can get discount will not be mentioned in the advertisement. Advertisers should avoid these kinds of practices to make the advertisement as an effective one.

Conclusion

The study was conducted to know the impact of advertisement on consumer buying behaviour towards smart phone. In order to measure the effectiveness of advertisement, 'differences in income level and advertising factors which influence consumer buying behaviour towards smart phone' was analysed with appropriate statistical tools. The study reveals that advertising factors such as price information, offers, product specification, durability, new features and review information have significantly influenced consumer buying behaviour towards smart.

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