

THE IMPACT OF ADVERTISEMENT ON CONSUMER DURABLE GOODS AND CONSUMER BRAND PREFERENCE AT “COCHIN”

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Abstract

After globalisation, competition has intensified across all product categories. Durable goods, being relatively expensive, are purchased less frequently, with consumers driven primarily by necessity and product utility. Celebrity endorsements play a significant role in increasing product recognition and enhancing brand recall. When a celebrity convincingly endorses a product, it can motivate consumers to proceed with the purchase of durable goods. Additionally, engaging and creative advertisements support brand recall, while providing honest and accurate information in advertising helps maintain the brand's goodwill in the market. Ultimately, the quality of a product determines customer satisfaction, repeat purchases, and long-term brand loyalty in the durable goods segment.

Key words: Advertisement, durable goods, consumer brand preference

Introduction

In recent years, consumer behaviour in India has undergone a significant transformation, driven by increased awareness and advancements in information technology. Both urban and rural lifestyles have evolved considerably under the influence of socio-economic factors, cultural shifts, education, occupation, rising per capita income, and extensive media exposure. Since the 1990s, there has been a notable rise in the number of working women, who now play an active role in decision-making and independently purchase products based on their needs. As a result of these changes, the demand for consumer durables has increased remarkably, turning what were once considered luxuries into everyday necessities.

Preference refers to the real or perceived choice between alternatives and the ability to rank them based on the happiness, satisfaction, gratification, enjoyment, or utility they offer. In today's market, numerous brands compete for consumer attention, some enjoying global recognition. These brands employ various advertising strategies across different media platforms. Measuring the impact of advertisements on consumer brand preference is crucial for marketers to evaluate the effectiveness of their campaigns. If an advertisement fails to positively influence consumer preferences, the resources invested in it—time, money, and effort—are wasted.

Most marketers view advertising as a vital tool to attract new customers and retain existing ones. Advertisements today are highly informative, providing essential details about products and brands. Some compare their features and pricing, either directly or indirectly, with competing brands, thereby simplifying consumers' decision-making by reducing the need for extensive information search. Celebrity endorsements further enhance the impact of advertisements by capturing consumer attention and influencing their purchase decisions. In a highly competitive market, advertising serves as a powerful tool for brands to gain visibility, influence preferences, and secure their place in the minds of consumers.

Review of literature

Meenal P. Dhotre and Sarang S. Bhola (2010) observed that marketers frequently employ both male and female celebrities to endorse the same brand, either together or separately. Their study revealed that, in general, advertisements featuring male celebrities achieved higher recall across ten different brands compared to those featuring female celebrities. Furthermore, when both male and female celebrities are paired in an advertisement, marketers need to carefully consider their compatibility and the effectiveness of their joint recall. It was also found that when a brand is endorsed by both a film star and a cricketer, brand recall among viewers significantly improves.

M. Vijayakumar and S. Thanalakshmi (2010) examined the impact of advertisements on children and discovered that advertisements have a strong influence on young audiences. Children are capable of recalling many advertisements and often persuade their parents to purchase specific brands. The researchers cautioned advertisers against misleading content, as children are not fully equipped to distinguish between reality and fiction.

Lalitha Balakrishnan and Shalini Kumar (2011), through their study, highlighted that celebrity endorsements enhance product information, raise brand awareness, and improve brand recall, particularly in the consumer durables segment. Their research concluded that convincing endorsements by celebrities motivate consumers to purchase durable goods, especially when quality and price are emphasized.

Dr. R. Khader Mohideen and P. Saravanan (2015) investigated the factors influencing consumer buying decisions through television advertisements for durable goods. Their findings suggested that the theme, message, and language used in advertisements bring a fresh perspective to traditional purchasing patterns. Through well-crafted advertisements, companies position their brands in the minds of target audiences, helping to build a positive and lasting brand image. The study emphasized the powerful role of television advertisements in modern society.

T. Vijayachithra and S. Kothati (2015) noted that television holds a dominant position in the marketing world and plays a critical role in shaping consumer buying decisions across various product categories. They found that television advertisements have the capacity to attract and engage a large audience, offering information about available alternatives for a product. The way a product is presented in a television advertisement often influences consumers' purchase intentions.

Finally, Amandeep, Seemavarsheny, and Syed Aulia (2017) established that advertising plays a vital role in promoting products, with both electronic and print media effectively reaching new consumer segments. Their study highlighted that advertisements, particularly for consumer durables, attract and influence consumer preferences and purchasing behaviour.

Objectives of the study

- To analyse the impact of advertising on brand preference for consumer durables.
- To identify the preferred brands of durable goods and the most favoured medium of advertising among consumers.
- To examine the effect of advertising on brand recall and brand recognition.

Primary data

Primary data for the study was collected using a well-structured questionnaire designed to capture consumer opinions and preferences.

Sample size

A total of **120 completed questionnaires** were collected from respondents residing in **Cochin city**.

Tools used

The following statistical tools were employed to analyse the primary data:

- **Percentage analysis**
- **Chi-square test**
- **Correlation analysis**

Limitations

- The data was collected using a **convenience sampling technique**.
- The scope of the study was geographically limited to **Cochin city**, and therefore, the findings may not be generalized to other regions.

Hypothesis

Null Hypotheses (H_0):

- There is no significant relationship between educational qualification and the choice of brand influenced by advertisements.
- There is no significant association between monthly income and the reason for choosing a particular brand.

Alternative Hypotheses (H_1):

- There is a significant relationship between educational qualification and the choice of brand influenced by advertisements.
- There is a significant association between monthly income and the reason for choosing a particular brand.

Analysis

Educational qualification	No. of respondents	Percentage (%)
Higher secondary	4	3.33
Diploma	0	0
Under Graduate	20	16.66
Post Graduate	88	73.33
Others	8	6.66
Total	120	

From the above table we came to know about that maximum numbers of respondents are post graduates.

Advertising affects the choice of brand	No. of respondents	Percentage (%)
Strongly agree	28	23.33
Agree	28	23.33

Neutral	36	30
Disagree	20	16.66
Strongly disagree	8	6.66
Total	120	

The above table shows that equal number of respondents (23.33%) were agreed and strongly agreed that they were influenced by the advertisement and 30% of the respondents felt neutral.

Monthly income (Rs)	No. of respondents	Percentage (%)
Below 20,000	24	20
20001-30000	44	36.66
30001-40000	32	26.66
40001-50000	8	6.66
Above 50,000	12	10
Total	120	

It is arrived from the above said table that maximum numbers of respondents are earning between Rs.20, 001 to Rs.30, 000

Reason for choosing a brand	No. of respondents	Percentage (%)
Price	16	13.33
Quality	80	66.66
Brand name	20	16.66
Advertisement	4	3.33
celebrity	0	0
Total	120	

The above table proved that the quality of the product is the superior factor and most of the consumers are likely influenced by this. Brand name is considered as the next major reason for choosing a particular brand.

Correlation

Correlation is used to find the relationship between two variables. Here I would like to test whether there exists any relationship between educational qualification and the consumer's choice of brand affected by seeing the advertisement.

$r = -0.144$

Since 'r' is negative, it implies that the variables educational qualification and the choice of brand affected by the advertisement are negatively correlated. Hence it is proved that there is no significant relationship between educational qualification and the choice of brand affected by seeing the advertisement.

Chi-square test

It is used to test the goodness of fit of a distribution and to test the significance of the difference between the observed frequencies and expected frequencies.

Here I would like to test the significant association between monthly income and reason for choosing a brand.

$$X^2 = \sum [(O-E)^2 / E]$$

$$X^2 = 28.142$$

$$ndf = (r-1) (c-1)$$

$$= (2-1) (5-4)$$

$$= (1) (4)$$

$$= 4$$

The table value of X^2 for 4 degree of freedom at 5% level of significance is 9.488.

From the above analysis it is noted that the calculated value 28.142 is greater than the table value 9.488. Since H_0 is rejected and H_1 is accepted. It is concluded that there is significant relationship between monthly income and reason for choosing a brand.

Findings

- 70% of the respondents in the study were women.
- A significant portion, around 40%, belonged to the age group of 36–40 years, while 26.66% were above 40 years. Most of these respondents were employed in the private sector.
- When it comes to buying durable products, 66.66% of respondents considered product quality as the most important factor influencing their purchase decision. The brand name emerged as the next crucial factor in brand selection.
- Television emerged as the most preferred medium of advertising for 56.66% of respondents. Many people favoured TV ads for their engaging audio-visual appeal and the clarity with which they deliver the message. Newspaper advertisements were ranked second in popularity.
- A good majority — 73.33% of respondents — said they could recall advertisements they had seen.
- Among the features that attract viewers in advertisements, the overall theme had the strongest influence. Additionally, 23.33% of respondents were drawn to the use of colours, while 20% were attracted by catchy slogans.
- Regarding trust in advertisements, 46.66% of respondents said they sometimes rely on them, while 33.33% admitted they generally do not rely on advertisements.
- When asked about celebrity endorsements, a large majority of 86.66% said they would not switch their brand preference just because a celebrity appeared in an ad.
- In fact, only 6.66% of respondents expressed willingness to buy a brand solely because it was endorsed by a celebrity, while 80% firmly stated they would not make a purchase for this reason.
- While brand ambassadors, advertisements, and celebrity endorsements were acknowledged as attention-grabbing tactics, respondents agreed that necessity, product quality, and product features ultimately play a far more decisive role in their actual buying decisions.

Suggestions

- Advertisements must be believable and trustworthy. When an advertisement builds good faith, consumers are more likely to trust and choose the brand it represents.
- Ad campaigns should be designed with a clear, meaningful theme and an engaging punchline or slogan that captures attention and is easy for viewers to remember.
- Product features, benefits, and pricing should be highlighted clearly, especially in ads for durable goods. This ensures that consumers make informed decisions based on facts rather than just appeal.
- Advertisements should focus on showing how the product fits into the consumer's daily life, helping people relate to the product and understand its practical value.
- Every advertisement must be well-planned, concise, and tailored to its target audience. The message should be clear, relevant, and emotionally appealing to create a lasting positive impression.
- Quality should always be a key focus in both product design and advertising. Since consumers place high importance on product durability and reliability, ads must effectively communicate these aspects.
- Celebrity endorsements should be used cautiously and meaningfully. While celebrities can attract attention, their presence alone is unlikely to influence actual purchase decisions unless the product itself meets consumer expectations.
- Ethical advertising practices must be followed, avoiding exaggerated claims or misleading information. Transparency in product performance, pricing, and after-sales service will build long-term customer loyalty.
- Incorporating consumer testimonials and real-life user experiences can make advertisements more relatable and credible.
- Use a mix of advertising platforms — television, print, social media, and online channels — to reach different audience segments effectively. Integrated marketing communication ensures wider brand visibility.
- Regularly updating advertising content to reflect changing consumer preferences, market trends, and seasonal needs will help keep the brand relevant and appealing.
- Interactive and engaging advertising formats like contests, social media campaigns, and influencer collaborations can increase brand involvement, especially among younger audiences.
- Focus on socially responsible messaging. Modern consumers appreciate brands that promote health, safety, environmental consciousness, and social welfare through their advertising.

Conclusion

With the advent of globalisation, competition in the market has intensified for almost every product category. Consumers today have access to a wide range of alternatives, many of which come with advanced features and competitive pricing. In such a dynamic environment, it has become essential for manufacturers to focus on effective advertising strategies to survive and reach their target audience. Advertising not only spreads product information but also plays a crucial role in creating brand awareness and influencing consumer preferences.

When it comes to durable products, which are typically high in value and purchased less frequently, consumers are primarily driven by genuine need and product utility. However, with numerous brands offering similar products, consumers often face confusion while selecting the right one. In this scenario, celebrity endorsements can be impactful. A familiar and trusted celebrity associated with a brand can capture consumer attention, improve brand recognition, and aid recall during the purchase decision-making process. A convincing endorsement also encourages consumers to consider trying the product.

Moreover, advertisements with engaging, creative themes and memorable punchlines tend to attract viewers and hold their interest. Repeated exposure to such advertisements helps reinforce the brand name in the minds of consumers. While celebrity

endorsements and appealing advertisements can effectively attract buyers and influence their initial purchase decision, the ultimate factor that determines repeat purchases and long-term brand loyalty is the quality and performance of the product itself.

In conclusion, advertising plays a significant and positive role in promoting consumer durables by enhancing visibility, creating interest, and motivating purchase decisions. However, this study acknowledges certain limitations, such as a relatively small sample size and the possibility of response bias among participants. The findings, therefore, may show some variation if the study is conducted with a larger, more diverse sample. Further research with an expanded respondent base could offer deeper insights and strengthen the conclusions drawn from this study.

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