Impact of Advertisements Recall in Purchase Decision of the Consumers

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Abstract: Advertising in India is now a growing business, in particular after the opening up of the economy with more players, stiff competition and ever expanding market. The manufacturer and marketer, vie with each other to sell their products and reach the vast multitude of customers. They try to attract the attention of target customers by providing variety of promotional schemes and adopting various strategies to withstand competition and on the other hand, customers are mature enough and they make informed purchasing decision by shifting through various advertisement schemes. For this reason manufacturers find it increasingly difficult to influence the customers just with their promotional offers. This study aims to find out the influence of personal variables such as gender, marital status, age, educational qualification and monthly income in last advertisement recall (television, internet, radio, mobile and newspapers) of the respondents. These respondents were purchased certain product in the retail market. 50 respondents were chosen from Coimbatore, Madurai and Tiruchirappalli- Two tier cities in TamilNadu. Finally this study overall concluded that the consumers are influenced by advertisements in various media, in making their purchases with their monthly income being an exception.

Keywords: Impact of Advertising, Retailing Techniques.

I. INTRODUCTION

A company involves itself into a lot of business activities in order to reach out to its customers. Marketing is the most important of all such activities. It directs the flow of products and services from the producer to the potential consumer with an aim to satisfy customers' need. Sales promotions are one of the elements of the marketing mix. Methods of sales promotions may include advertising, personal selling, publicity and packaging. The main aim of sales promotion is to influence the buyers to make them buy the products and in turn, increase the sales. This includes influencing the behavioural responses of the customers. Methods of sales promotions are selected as per the target groups. In order to achieve the objectives of the organisation effectively, sales promotion strategy is required. This helps to perform the tasks effectively and gain a competitive edge, over others in the market. Without a proper strategy, the task may be incomplete. To neutralize the effects of competition and defend the company in the market, a sound sales promotion strategy should be implemented. The importance of good sales promotion strategy is increasing day by day and is expected further to gain importance in the future. For the above reasons, implementation of sound sales promotion strategy has become very significant for the companies, to stay in the market.

Of late, advertising has become a growing business in India, in particular, after the opening up the economy. The purchasing power of the customers, income, attitudes, lifestyle and population, all are undergoing a rapid change, manufacturers and retailers have to tap all these available resources so that, they can retain, their existing share in the market. Retailers adopt

lot of marketing mix and other promotional strategies to attract the consumers to with- stand competition. However customers have become quite aware of the strategies adopted by the retailers and they make purchase decision by sifting through various advertisements and sales offers. Consumers are mature now, than before and so, the retailers find it increasingly difficult to influence the consumers, merely with promotional offer. The youths of today have no qualms in switching brands or products. In order to convert them into new customers' innovations in sales promotions techniques are needed.

II. RELATED LITERATURE

Sasiraja S, et al., (2016), showed that, technological advancements in advertising had a impart buy way of reaching the customers in a shorts span of time. Internet and mobile phones had a far reaching effect. When compared with broadcasting media such as TV and radio, Newspapers also played major role in promoting and induce the customer to buy products. Independent variables such as gender, marital status, age, educational qualification and monthly income impacted in their purchase decisions.

Asiya Faisal Khan., (2015), explained that the advent of technology and digitalization, television and radio has become a common name in every household. This has resulted in effectiveness of advertising products. Sales promotion techniques during festive seasons give a boost to instant sales. Women customers are more inclined to and influenced by the recommendation of sales persons to differentiate between different brands on the basis of quality and effectiveness. So, It is more essential that sales personnel should be well trained and knowledgeable about various brands.

Aswini P.M and Sasiraja S, (2014), documented that advertisement places a constructive role in a growth of a country. So, advertisers need to behave in a responsible manner without re-course to unethical business practices. They would socially harmful aspects and follow highly ethical standard like honesty, loyalty, and truthfulness. If they do so, advertising professionals can make useful contribution to the good of the common man.

Rajagopal, (2008), pointed out that, advertisement view of measuring the marketing asset of a firm. The main advantage of this measurement system is that it serves as a management tools for continuous improvement. Moreover it provided a link between brand management and business performance of a firm.

Panchali Das, (2007), concluded that, advertising functions in an environment cohere several forces like consumer need, business interest, cost of material etc., are at work. It is a powerful force in preceding the customer to make his purchase.

Liao, (2006), said that, sales promotions are made by offering rewards which may be an instant or delayed one. But studies show that instants rewards are more beneficial than the delayed ones.

III. OBJECTIVES OF THE STUDY

✓ To find out the influence of personal variables in last recall of advertisements on television and internet of the respondents.

✓ To find out the influence of personal variables in last recall of advertisements on mobile and radio of the respondents.

✓ To find out the influence of personal variables in last recall of advertisements on newspapers of the respondents.

IV. RESEARCH METHODOLOGY

Primary data were collected by way of structured questionnaire from 150 respondents in a retail market in Coimbatore, Madurai and Tiruchirappalli- Two tier cities in TamilNadu. The questionnaire was framed in English. These respondents were purchased certain product in the retail market, there 50 respondents were chosen from each cities using convenience sampling technique. The secondary data were also collected from different sources.

Research methodology, a descriptive type of research, is a way of solving research problems, analytically. Samples were collected from various places and converted into statistical tools. So that inferences or extra solutions could be made. It was hard to generalize the results from the sample size of 150 respondents. Because, there was a doubt that some respondents might not have given the correct data. Chi-Square test was used in this study and the data collected from primary source were analyzed with the help of that statistical tool, according to the purpose of the study.

V. HYPOTHESIS, TEST AND RESULTS

Hypothesis 1: There is no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and last advertisement recall on television and internet of the respondents

Sub Hypothesis 1 (a): There is no significant association between gender of the respondents and last advertisement recall on television & internet.

Table-1 Association between gender and last advertisement recall on television and internet of the respondents

Personal variable	Advertisement on TV / Internet		
	χ^2 value	Df	p-value
Gender	16.701	14	0.007**

Table-1 indicates regarding last advertisement recall on television and internet, P-value of gender is less than 0.05. Hence, the sub hypothesis 1(a) is rejected and concluded that, there is a significant association between gender of the respondents and last advertisement recall on television & internet.

Sub Hypothesis 1(b): There is no significant association between marital status of the respondents and last advertisement recall on television & internet.

Table-2 Association between marital status and last advertisement recall on television and internet of the respondents

Personal variable	Advertisement on TV / Internet		
	χ^2 value	Df	p-value
Marital Status	17.783	28	0.031*

Table- 2 shows regarding last advertisement recall on television and internet, P-value of marital status is less than 0.05. Hence, the sub hypothesis 1(b) is rejected and concluded that, there is a significant association between marital status of the respondents and last advertisement recall on television & internet.

Sub Hypothesis 1(c): There is no significant association between age of the respondents and last advertisement recall on television & internet.

Table-3 Association between age and last advertisement recall on television and internet of the respondents

Personal variable	Advertisement on TV / Internet		
	χ^2 value	Df	p-value
Age	70.702	56	0.089 (NS)

Table-3 revealed regarding last advertisement recall on television and internet, P-value of age is greater than 0.05. Hence, the sub hypothesis 1(c) is accepted and concluded that, there is no significant association between age of the respondents and last advertisement recall on television & internet.

Sub Hypothesis 1(d): There is no significant association between educational qualification of the respondents and last advertisement recall on television & internet.

Table-4 Association between educational qualifications and last advertisement recall on television and internet of the respondents

Personal variable	Advertisement on TV / Internet		
	χ^2 value	Df	p-value
Educational Qualification	54.571	56	0.029*

Table-4 find out regarding last advertisement recall on television and internet, P-value of educational qualification is less than 0.05. Hence, the sub hypothesis 1(d) is rejected and concluded that, there is a significant association between educational qualification of the respondents and last advertisement recall on television & internet.

Sub Hypothesis 1(e): There is no significant association between monthly income of the respondents and last advertisement recall on television & internet.

Table-5 Association between monthly income and last advertisement recall on television and internet of the respondents

Personal variable	Advertisement on TV / Internet		
	χ^2 value	Df	p-value
Monthly Income	44.649	56	0.062 (NS)

Table-5 reports regarding last advertisement recall on television and internet, P-value of monthly income is greater than 0.05. Hence, the sub hypothesis 1(e) is accepted and concluded that, there is no significant association between monthly income of the respondents and last advertisement recall on television & internet.

Overall Results of Hypothesis- 1

From the data analysis presented in the tables1-5, regarding the hypothesis-1, there is no significant association between personal variables and last advertisement recall on Television and internet, P-value of gender, marital status and educational qualification is less than 0.05. P-value of age and monthly income is more than 0.05.

Hence, the major hypothesis-1 ie overall concluded that, "there are significant association between personal variables (gender, marital status and educational qualification) and last advertisement recall on Television and internet of the respondents in the study area", except age and monthly income of the respondents in the study area.

Hypothesis-2: There is no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and last advertisement recall on radio and mobile of the respondents

Sub Hypothesis 2(a): There is no significant association between gender of the respondents and last advertisement recall on radio & mobile.

Table-6 Association between gender and last advertisement recall on radio and mobile of the respondents

Personal variable	Advertisement on Radio / Mobile		
	χ^2 value	Df	p-value
Gender	13.240	14	0.005**

Table-6 indicates regarding last advertisement recall on radio and mobile, P-value of gender is less than to 0.05. Hence, the sub hypothesis 2(a) is rejected and concluded that, there is a significant association between gender of the respondents and last advertisement recall on radio & mobile.

Sub Hypothesis 2(b): There is no significant association between marital status of the respondents and last advertisement recall on radio & mobile.

Table-7 Association between marital status and last advertisement recall on radio and mobile of the respondents

Personal variable	Advertisement on Radio / Mobile		
	χ^2 value	Df	p-value
Marital Status	24.006	28	0.068 (NS)

Table-7 shows regarding last advertisement recall on radio and mobile, P-value of marital status is greater than 0.05. Hence, the sub hypothesis 2(a) is accepted there is no significant association between marital status of the respondents and last advertisement recall on radio & mobile.

Sub Hypothesis 2(c): There is no significant association between age of the respondents and last advertisement recall on radio & mobile.

Table-8 Association between age and last advertisement recall on radio and mobile of the respondents

Personal variable	Advertisement on Radio / Mobile		
	χ^2 value	Df	p-value
Age	66.308	56	0.013*

Table-8 revealed regarding last advertisement recall on radio and mobile, P-value of marital status is less than 0.05. Hence, the sub hypothesis 2(c) is rejected and concluded that, there is a significant association between age of the respondents and last advertisement recall on radio & mobile.

Sub Hypothesis 2(d): There is no significant association between educational qualification of the respondents and last advertisement recall on radio & mobile.

Table-9 Association between educational qualification and last advertisement recall on radio and mobile of the respondents

Personal variable	Advertisement on Radio / Mobile		
	χ^2 value	Df	p-value
Educational Qualification	59.990	56	0.033*

Table-9 find outs regarding last advertisement recall on radio and mobile, P-value of educational qualification is less than 0.05. Hence, the sub hypothesis 2(d) is rejected and concluded that, there is a significant association between educational qualification of the respondents and last advertisement recall on radio & mobile.

Sub Hypothesis 2(e): There will be no significant association between monthly income of the respondents and last advertisement recall on radio & mobile.

Table-10 Association between monthly income and last advertisement recall on radio and mobile of the respondents

Personal variable	Advertisement on Radio / Mobile		
	χ^2 value	Df	p-value
Monthly Income	55.148	56	0.041*

Table-10 reports regarding last advertisement recall on radio and mobile, P-value of monthly income is less than 0.05. Hence, the sub hypothesis 2(e) is rejected and concluded that, there is a significant association between monthly income of the respondents and last advertisement recall on radio & mobile.

Overall Results of Hypothesis-2

From the data analysis presented in the tables 6-10, regarding the hypothesis-2 there is no significant association between personal variables and last Advertisement recall on Radio and Mobile, P-value of marital status is greater than 0.05. P-value of gender, age, educational qualification and Monthly Income is less than 0.05.

Hence, the major hypothesis-2 ie overall concluded that, "there are significant association between personal variables (gender, age, educational qualification and Monthly Income) and last advertisement recall on radio and mobile of the respondents in the study area", except monthly income of the respondents in the study area.

Hypothesis 3: There is no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and last advertisement recall on newspapers of the respondents

Sub Hypothesis 3(a): There is no significant association between gender of the respondents and last advertisement recall on newspapers.

Table-11 Association between gender and last advertisement recall on newspapers of the respondents

Personal variable	Advertisement on Newspaper		
	χ^2 value	Df	p-value
Gender	20.871	15	0.014*

Table-11 shows regarding last advertisement recall on newspapers, P-value of gender is less than 0.05. Hence, the sub hypothesis 3(a) is rejected and concluded that, there is a significant association between gender of the respondents and last advertisement recall on newspapers.

Sub Hypothesis 3(b): There is no significant association between marital status of the respondents and last advertisement recall on newspapers.

Table-12 Association between marital status and last advertisement recall on newspapers of the respondents

Personal variable	Advertisement on Newspaper		
	χ^2 value	Df	p-value
Marital Status	26.743	30	0.037*

Table-12 revealed regarding last advertisement recall on newspapers, P-value of age is less than 0.05. Hence, the sub hypothesis 3(b) is rejected and concluded that, there is a significant association between marital status of the respondents and last advertisement recall on newspapers.

Sub Hypothesis 3(c): There is no significant association between age of the respondents and last advertisement recall on newspapers.

Table-13 Association between age and last advertisement recall on newspapers of the respondents

Personal variable	Advertisement on Newspaper		
	χ^2 value	Df	p-value
Age	45.417	60	0.091 (NS)

Table-13 indicates regarding last advertisement recall on newspapers, P-value of age is more than 0.05. Hence, the sub hypothesis 3(c) is accepted and concluded that, there is no significant association between age of the respondents and last advertisement recall on newspapers.

Sub Hypothesis 3(d): There is no significant association between educational qualification of the respondents and last advertisement recall on newspapers.

Table-14 Association between educational qualification and last advertisement recall on newspapers of the respondents

Personal variable	Advertisement on Newspaper		
	χ^2 value	Df	p-value
Educational Qualification	59.401	60	0.049*

Table-14 find outs regarding last advertisement recall on newspapers, P-value of educational qualification is less than 0.05. Hence, the sub hypothesis 3(d) is rejected and concluded that, there is a significant association between educational qualification of the respondents and last advertisement recall on newspapers.

Sub Hypothesis 3(e): There is no significant association between monthly income of the respondents and last advertisement recall on newspapers.

Table-15 Association between monthly income and last advertisement recall on newspapers of the respondents

Personal variable	Advertisement on Newspaper		
	χ^2 value	Df	p-value
Monthly Income	53.335	60	0.071 (NS)

Table-15 reports regarding last advertisement recall on newspapers, P-value of monthly income is more than 0.05. Hence, the sub hypothesis 3(e) is accepted and concluded that, there is no significant association between monthly income of the respondents and last advertisement recall on newspapers.

Overall Results of Hypothesis-3

From the data analysis presented in the tables 11-15, regarding the hypothesis-3, there is no significant association between personal variables and last advertisement recall on newspapers, P-value of gender, marital status, educational qualification is less than 0.05, P-value of age and monthly income is greater than 0.05.

Hence, the hypothesis-3 ie overall concluded that, "there are significant association between personal variables (gender, marital status, educational qualification) and last advertisement recall on newspapers of the respondents in the study area", except age and monthly income of the respondents in the study area.

VI. FINDINGS OF THE STUDY

✓ There are significant association between personal variables such as gender, marital status, age, educational qualification and monthly income and last advertisement recall on television and internet of the respondents in the study area.

✓ There are significant association between personal variables such as gender, marital status, age, educational qualification and monthly income and last advertisement recall on radio and mobile of the respondents in the study area.

✓ There are significant association between personal variables such as gender, marital status, age, educational qualification and monthly income and last advertisement recall on newspapers of the respondents in the study area.

From this study, it shows that the various factors such as benefits of advertisement, recalling of last advertisement, advertisement message, sales promotion services and sales promotion activities influencing the shoppers while shopping in retail sectors. Among the shoppers personal variables such as gender, age and educational qualification are the most important dependent variables which are commonly significant association with the above said factors. Based on the above findings, the

following suggestions should be taken into consideration by the retail markets to develop their market share and to reduce the cost on unwanted advertisement which will not attract the shoppers.

VII. CONCLUSION

Advertising has an ambiguous influence on the behaviour of the consumer. Advertisings made in the current world to compete with competition, to stay in the market, have a strong influence on the minds of the consumer. Customers are attracted by various methods and styles of advertisements adopted by in the manufacturers to promote their sales. This study found that the influence of the last seen advertisement by the customers, on the purchasing behaviours and other related personal variables. The personal variables are, age, gender, educational qualification and monthly income. It is found that, the above mentioned variables have an influence, in some way or the other, on their purchasing decision. It is finally concluded that the consumers are influenced by advertisement in various media, in making their purchases with their monthly income being an exception.

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