

# Impact of Advertisement on Consumer Preference towards Textile in Chennai

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## Article Info

Volume 82

Page Number: 15370 – 15374

Publication Issue:

January-February 2020

## Abstract:

These days, ads which rise as a standout amongst the most huge promoting exercises are utilized proficiently by the endeavors. Promotion is a fruitful technique for pulling in buyer's consideration and expanding deals. Other than it gives an expansion in brand esteem and brand mindfulness which give a noteworthy commitment to big business execution. Advertisement can be done through various communication medium such as television, radio, newspaper, magazine, social media. Advertisement plays a major role in consumer preference towards textile in Chennai. This main objective of this study is to understand the impact of advertisement on consumer preference towards textile in Chennai and interpret the significant difference between the advertising medium and gender of the respondents. For the purpose of this study descriptive research is used to portray accurately the public opinion on impact of advertisement on consumer preference towards textile in chennai. Convenient sampling method is used to collect the samples. 1830 samples - sample size. Independent variables are gender, educational qualification and age. Dependent variables are significant impact of advertisement, advertising medium, celebrity, intensity, discounts, brand name and latest collections. Independent sample t test, chi square and ANOVA are the research tools used in this research. The findings of this study suggest that advertising plays a key role on consumer preference towards textile in Chennai. A powerful advertisement would actuate the purchasing want by methods for pulling in the buyer's consideration. Consequently, prompted purchasing want would furnish the endeavors with expanded brand esteem, turnover and productivity. The industry, which need to impact the purchasing choices of buyers and increment their deals, should utilize the TV, magazine and bulletin ads as an earlier, noteworthy and successful introduction apparatus. The exploration results additionally demonstrate that, the continuous and periodical television ads trigger the purchasing wants of the Chennai apparel shoppers.

**Keywords:** advertisement, textile, consumer preference, buying behaviour, advertising medium, Chennai .

## Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 28 February 2020

## I. INTRODUCTION

The point of advertising is to uncover the necessities of purchasers and fulfill them. The principal thing which should be improved the situation understanding this objective is to examine the conduct of the purchaser. So the issue is to discover a response to this inquiry "why and from where merchandise or administrations are acquired

furthermore, how they are utilized and investigated". Neither assurance of the solicitations and requirements of clients nor distinguishing proof of factors which propel them is conceivable without understanding the shoppers furthermore, their practices. Commercial assume a significant job to help up any business execution as brandimage is an inferred instrument which can decidedly change

individuals' purchasing practices and promotion is behaving as a main thrust for any business as it's a successful source to pass on your message and remain in customer's mind. In the present period of data blast and media impact, the promotions assume a noteworthy job in changing the settled recognition or considering, which is generally called frame of mind of the purchasers and furthermore the utilization example of the general public as a rule. The discoveries of the examination uncovers that if a notice compares to the component of an item bought the commercial will undoubtedly make an inspirational mentality among the buyers at last. Then again, when the highlights of the item bought don't support the cases made in promotion, those notices will in general make a negative mentality among the shoppers. It is consequently fundamental that a commercial should expect to make confidence and altruism in the brains of buyers about the item included by affirming to the consideration standards of trustworthiness, uniqueness, notoriety and sensible cases. Publicizing is normally a paid type of presentation or advancement by some support that spans through different customary media, for example, TV, paper, business radio ad, magazine mail, open air promoting or current media, for example, web journals, sites and instant messages.

#### Objectives:

- To understand the impact of advertisement on consumer preference towards textile in Chennai.
- To know the association between impact of advertising towards consumer preference in textile and age of the respondents.
- To interpret the significant difference between the advertising medium and the gender.
- To analyse the level of agreeability level of agreeability towards the factors influencing consumer preference in textile among the educational qualification groups.

## II. LITERATURE REVIEW

(Khan 2018) Discussed that retailers are progressively making utilization of different in-store influencers for changing over programs to spenders. Be that as it may, achievement relies upon how the clients see these influencers. The marvel of buying has been contemplated in purchaser look into and in addition for instance in brain science and financial aspects since the 1950s. (Chithira John C. Sengottuvelu et al. 2018) Described the different properties of TV promotions. The testing technique utilized for the investigation is straightforward irregular inspecting in light of the fact that here each example has an equivalent possibility of being chosen. Information was gathered from the survey filled by 375 respondents in Ernakulam locale. SPSS tools were used to analyse the data collected. (S. Muthukrishnan, Muthukrishnan, and TJPRC 2017) Examined the purchasing conduct changes from individual to individual due to different variables financial components. There were comparable investigations done in different spots and settings. In any case, comparable examination isn't accounted for from Rajapalayam up until this point. The present examination depends on an essential information accumulation from buyers in Rajapalayam of Virudhunagar District in Tamil Nadu. Measurable instrument utilized is Chi-square test. The discoveries of the investigation are fascinating and have useful ramifications. (Patra, Dash, and Patnaik 2017) Found in the present period as the market has turned out to be more extensive, trade examples and complexities have additionally turned out to be immense regarding number of contributions and offer creators. In this specific situation, the job of merchants is to build up a market reasonable technique. For this they discover the method for various roots and in addition media to achieve the client quicker than contenders. (Owhal 2015) Examined whether the ad acceptability, convincingness and purchasing conduct impacts purchaser disposition towards promotion. The examination likewise endeavors to discover the

contrast between the big name embraced and non VIP ads as far as advertisement credibility, Persuasiveness, Consumer Behavior, and Consumer Attitude towards commercial. (Khanam and Verma 2016) Described that publicizing is the key for building, making and continuing brands. Promotions are the most normal and viable strategy for making mindfulness among the shoppers. The utilization of TV, FM sites are a lot more extensive as analyzed of those in early years. A TV business, promotion or TV spot is a smaller transient visual utilized by publicizing to pass on their messages to a group of people through the electronic medium known as TV. (Sanad 2016) Evaluated the variables influencing buyer choice towards attire and material items. Research thinks about worried about elements having sway on showcasing of material items including attire and form items were looked into. These elements incorporate diverse social, social, individual, mental and ecological angles. Highlights identified with market; specifically item qualities, buy channel, cost and advancement were accounted for. (Shaikh, Shaikh, and Waykole 2016) Found the ebb and flow promotion situation with centering Indian setting and Indian client's recognition about negative advertisement, however as standard human brain research, sentiments, feelings and morals are same world insightful so could be material over the globe. (Hammad 2014) Discussed that as big name support is the most essential type of advertising communication. The issue articulations breaks down and analyze the impact of big name ad and support on other promoting techniques and client psychographics, for example, the brand picture, mark situating and purchasing conduct of shoppers.

### III. METHODOLOGY

For the purpose of this study descriptive research is used to portray accurately the public opinion on impact of advertisement on consumer preference towards textile in chennai. Convenient sampling method is used to collect the samples. 1830 samples - sample size. Independent variables are gender,

educational qualification and age. Dependent variables are significant impact of advertisement, advertising medium, celebrity, intensity, discounts, brand name and latest collections. Independent sample t test, chi square and ANOVA are the research tools used in this research.

### IV. ANALYSIS AND DISCUSSION

Hypothesis 1: Association between impact of advertising towards consumer preference in textile and age of the respondents.

Table 1: Cross Tabulation - Age and Impact of Advertising towards Consumer Preference in Textiles

Age	Impact of Advertising towards Consumer Preference in Textiles		Total
	Yes	No	
Less than 30 years	495	226	721
31-40 years	491	196	687
41-50 years	240	115	355
Above 50 years	28	39	67
Total	1254	576	1830

Table 2: Chi-Square Tests - Age and Impact of Advertising towards Consumer Preference in Textiles

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.109 <sup>a</sup>	3	.000

Since the p value < 0.05 null hypothesis is rejected. Therefore there is significant association between impact of advertising towards consumer preference in textile and age of the respondents. It shows that preference of textile is influenced by the age of the respondent. Hypothesis 2: Impact of Medium of Advertising towards Consumer Preference in Textiles has a bearing on Gender

Table 3: Impact of Medium of Advertising towards Consumer Preference in Textiles

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Impact of Medium of Advertising towards Consumer Preference in Textiles	Male	901	2.14	.860	.029
	Female	929	2.49	.759	.025

Table 4: Independent Samples Test - Impact of Medium of Advertising towards Consumer Preference in Textiles and gender

	t	df	Sig. (2-tailed)
Independent Sample t test	8.951	1828	.003

p value is 0.003, which is less than 0.05, so it is found that there is significant difference between the advertising medium and the gender. It shows that male and female's buying behaviour is influenced by advertising medium.

Hypothesis 3: Level of agreeability towards the factors influencing consumer preference in textile among the educational qualification groups.

Table 5: ANOVA - Advertising factors influencing consumer's preference in textiles and educational qualification

		Sum of Squares	df	Mean Square	F	Sig.
Celebrity	Between Groups	21.421	4	5.355	3.807	.004
	Within Groups	2567.272	1825	1.407		
	Total	2588.693	1829			
Intensity	Between Groups	123.888	4	30.972	38.297	.000
	Within Groups	1475.946	1825	.809		
	Total	1599.834	1829			
Latest collections	Between Groups	208.335	4	52.084	47.310	.000
	Within Groups	2009.162	1825	1.101		
	Total	2217.498	1829			
Discounts	Between Groups	127.735	4	31.934	37.175	.000
	Within Groups	1567.680	1825	.859		
	Total	1695.415	1829			
Brand Name	Between Groups	168.023	4	42.006	34.711	.000
	Within Groups					

	Within Groups	2208.551	1825	1.210		
	Total	2376.573	1829			

Null hypothesis is rejected for all the factors, since significant value is less than 0.05. Therefore there is significant difference in the mean scores of level of agreeability towards the factors influencing consumer preference in textile among the educational qualification groups. It shows Celebrity in the advertisement influence the consumer's preference towards textile in Chennai.

### CONCLUSION

Research of the examination reasoned that advertisement and customer conduct was decidedly related. It was additionally discovered that individuals frame demeanors towards items based on their convictions, recognition and learning about the items. The purchasers are generally similar to the media commercial. Through media buyer are pulled in more so the organizations are utilized the media as a method of advancement for the item. These discoveries imply that the greater part of the respondents had an inspirational mentality towards promoting by their different discernments about the utilization of publicizing. This unmistakably demonstrates an inspirational disposition toward promoting and consequently is a decent sign for advertisers. So as to additionally distinguish the viability of promoting on making of mindfulness. Ad ought not be excessively costly, in light of the fact that the commercial leads and increment the prize of the item. Media ought to be chosen by the selection of consumer. Thus advertisement have a significant impact on consumer preference towards textile in industry.

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