



A study of getting help and protection in purchasing to the consumer by advertisement

Dr. Preeti Suresh Selukar

Assistant Professor, Taywade College, Koradi, Tal. Kambthi, Dist. Nagpur

Corresponding Author: Dr. Preeti Suresh Selukar

DOI- 10.5281/zenodo.10250625

Abstract:

Today's age is called the age of advertising. A particular product is presented to the consumer through the medium of advertisement. Advertising is considered as the first step for product introduction. Advertising is a highly advanced 'science' and 'art'. Effectively advertising goods requires a highly skilled, talented and intelligent person. 'Advertising' is considered as an effective medium to capture the market by selling goods. Present research aim was to conduct a comparative study of getting help and protection in purchasing to the consumer by advertising according to age group, educational level and income group. In the present research a sample of 600 consumers of Nagpur city was selected based on stratified random sampling method. And the data was collected by preparing a schedule using Rating or intensity Scale for data collection. And the difference between the means of the variables was examined using the statistical method 't' test for statistical analysis. The finding shows that there is relation in getting help and protection in purchasing to the consumer by advertisement and their age group, educational level and income group.

Keyword: Advertisement, Consumer

Introduction:

'Advertising is a printed, written, oral or pictorial sales art.' The main purpose of advertising is to sell the goods and services of the advertiser and to promote the opinion of the consumers by considering the interests of the consumers through individual and collective efforts.^[1]

Care is taken to ensure that no kind of fraud is encouraged due to the advertisement of goods and services. Advertising acts as a constructive force for the welfare of the society.^[2]

Advertisement was done in earlier times by shouting of hawkers and putting up name boards. The dawandi beaters used to stand in the market place in the center of the city and shout with loud drums and through dawandi new information was given to the public.^[3]

Today's age is called the age of advertising. A particular product is presented to the consumer through the medium of advertisement. Advertising is considered as the first step for product introduction. Favorable impression is created in the minds of the consumers through the medium of advertisement. Advertisements should be presented in a balanced order. So, the reader will not feel tired. The language should be easy to understand.^[4] As advertisement helps in the purchase of goods (demand), the manufacturers who produce the goods and all the traders and middlemen who take responsibility for the distribution of the goods use advertisement. Advertising creates awareness in the

mind of the consumer to buy the goods and the consumer is ready to buy the goods.^[5]

'Advertising' is an avenue used to increase sales.^[6]

Consumers get information about goods and services along with their price, ingredients, usage, important aspects through advertising media. Consumers get utility, quality and value for money by purchasing goods and services. Knowledge and information about goods and services is obtained through advertisement. Hence, the consumer becomes more educated and the buying process becomes more confident. Due to the increase in demand for goods and services through the medium of advertisement, the cost of production is reduced for the producers and the consumers get benefits.^[7]

Advertising is a highly advanced 'science' and 'art'. Effectively advertising goods requires a highly skilled, talented and intelligent person. 'Advertising' is considered as an effective medium to capture the market by selling goods.^[8]

A new product is launched in the market come to know to the consumers by advertisement. The customer is aware and checking about this product while accepting the product. After examining the product, the customer chooses the product. Advertising makes consumers willing to pay the price of goods to get a good. Therefore, advertising is necessary to sell the goods.

Review of literature:

Deshmukh, Arvind Murlidhar (1991)^[9] study on "Effect of Advertising on Purchase Decision of Consumers of Selected Manufactured Consumer Goods in Nagpur City" concluded that 47.4 percent of households were of the opinion that advertising deceives consumers while collecting information about advertisements. It was observed that 94.6 percent of the consumers are aware of the existing statutory bodies and regulations related to the control of advertisements. 87 percent of households were found to have the opinion that color advertisements are more effective and attractive than black and white advertisements.

Raghatate, Vijaya C. (2004)^[10] study on "Consumer impact through electronic A media Advertising: a case of Nepal" The study found that 77.92 percent of consumers in urban areas and 59.74 percent of consumers in rural areas said that the effect of advertising through electronic media is not sufficient in the current situation.

Methodology:**Objectives:**

1. To conduct a comparative study of getting help and protection in purchasing to the consumer by advertising according to age group.
2. To conduct a comparative study of the getting help and protection in purchasing to the consumers by advertisement according to education level.
3. To conduct a comparative study of getting help and protection in purchasing to the consumer by advertising according to income group.

Hypothesis:

1. There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

2. There is no relation in getting help and protection in purchasing to the consumer by advertisement and their educational level.
3. There is no relation in getting help and protection in purchasing to the consumer by advertisement and their Income groups.

Field of Study:

The presented research field is Nagpur city.

Variables:**Independent Variable:**

1) Age, 2) Educational Level, 3) Income Group

Dependent Variable:

Getting help and protection in purchasing to the consumer by advertisement

Sample Selection Method:

In the present research stratified random sampling method which comes under probability sampling method was used for sample selection. Through this, housewives (customers) were selected as samples from all the five divisions of Nagpur city namely East, West, North, South and Central. In this, 40 high income, 40 middle income and 40 low-income consumers were selected as sample from each segment.

Data Collection Method:

In the present research, the data was collected by preparing a schedule using Rating or intensity Scale for data collection.

Statistical Method:

In the present research, the difference between the means of the variables was examined using the statistical method 't' test for statistical analysis.

Result and Discussion:

H1: There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

Table 1

A 't' value statistical analysis of getting help and protection in purchasing to the consumer by advertisement and differences in Mean according to age.

Sr. No.	Age Group	N	Mean	SED	't'	df	Table Value Significance level	
							0.05	0.01
1.	25-35	171	80.76	2.33	0.266	332	1.97	2.59
	35-45	163	80.14					
2.	25-35	171	80.76	2.321	0.0818	315	1.97	2.59
	45-55	146	80.57					
3.	25-35	171	80.76	2.34	4.52	289	1.97	2.59
	55-65	120	70.183					
4.	35-45	163	80.14	2.364	0.81	307	1.97	2.59
	45-55	146	80.57					
5.	35-45	163	80.14	2.39	4.16	281	1.97	2.59
	55-65	120	70.183					
6.	45-55	146	80.57	2.38	4.36	264	1.97	2.59
	55-65	120	70.183					

In the above table, the average score of consumers aged between 25-35 years is 80.76 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 35-45 is 80.14. The value of 't' used to find the statistical significance of the difference between these two means is 0.266. This value does not show statistical significance at 0.05 and 0.01 level. That is, there is no difference in the getting help and protection in purchasing to the consumer by advertisement between the ages of 25-35 and 35-45.

The average score of consumers aged between 25-35 years is 80.76 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 45-55 is 80.57. The value of 't' used to find the statistical significance of the difference between these two means is 0.0818. This value does not show statistical significance at 0.05 and 0.01 level. That is, there is no difference in the getting help and protection in purchasing to the consumer between the ages of 25-35 and 45-55 due to advertising.

From this finding conforms, Hypothesis 1 There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

The average score of consumers aged between 25-35 years is 80.76 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 55-65 is 70.183. The value of 't' used to find the statistical significance of the difference between these two means is 4.52. This value indicates statistical significance at 0.05 and 0.01 levels. That is, there is a significant difference in the purchase assistance and patronage of consumers aged 25-35 and 55-65 due to advertising. Since the average of consumers aged 25-35 is higher than the average of the age group 55-65, consumers aged 25-35 receive more support and patronage from advertising.

This finding does not prove hypothesis 1 that There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

The average score of consumers aged between 35-45 years is 80.14 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 45-55 is 80.57. The

value of 't' used to find the statistical significance of the difference between these two means is 0.81. This value does not show statistical significance at 0.05 and 0.01 level. That is, there is no difference in the getting help and protection in purchasing to the consumer between the ages of 35-45 and 45-55 due to advertising.

From this finding conforms, Hypothesis 1 There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

The average score of consumers aged between 35-45 years is 80.14 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 55-65 is 70.183. The value of 't' used to find the statistical significance of the difference between these two means is 4.16. This value indicates statistical significance at 0.05 and 0.01 levels. That is, there is a significant difference in the purchase assistance and patronage of consumers aged 35-45 and 55-65 due to advertising. Since the average of consumers aged 35-45 is higher than the average of the age group 55-65, consumers aged 35-45 receive more support and patronage from advertising.

This finding does not prove hypothesis 1 that There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

The average score of consumers aged between 45-55 years is 80.57 for getting help and protection in purchasing to the consumer by advertisement. Whereas the average score of consumers in the age group of 55-65 is 70.183. The value of 't' used to find the statistical significance of the difference between these two means is 4.36. This value indicates statistical significance at 0.05 and 0.01 levels. That is, there is a significant difference in the getting help and protection in purchasing to the consumer aged 45-55 and 55-65 due to advertising. Since the average of consumers aged 45-55 is higher than the average of the age group 55-65, consumers aged 45-55 receive more support and patronage from advertising.

This finding does not prove hypothesis 1 that There is no relation in getting help and protection in purchasing to the consumer by advertisement and their age group.

H2: There is no relation in getting help and protection in purchasing to the consumer by advertisement and their educational level.

Table 2

A 't' value statistical analysis of getting help and protection in purchasing to the consumer by advertisement and differences in Mean according to educational level.

Sr. No.	Educational Level	N	Mean	SED	't'	df	Table Value Significance level	
							0.05	0.01
1.	10 th	128	77.64	2.08	1.08	276	1.97	2.59
	12 th	150	79.85					
2.	10 th	128	77.64	2.53	5.05	292	1.97	2.59
	Graduation	166	90.42					
3.	10 th	128	77.64	2.55	5.84	282	1.97	2.59
	Post Graduation	156	92.53					
4.	12 th	150	79.85	2.42	4.36	314	1.97	2.59
	Graduation	166	90.42					
5.	12 th	150	79.85	2.44	5.19	304	1.97	2.59
	Post Graduation	156	92.53					
6.	Graduation	166	90.42	2.32	0.99	320	1.97	2.59
	Post Graduation	156	92.53					

From the above table it can be seen that the average score of getting help and protection in purchasing to the consumer by advertisement is 77.64 for consumers who have studied upto 10th standard. Whereas the mean score of customers who have studied till 12th is 79.85. The value of 't' calculated to test the statistical significance of the difference between the two means is 1.08. This value does not show statistical significance at both the 0.05 and 0.01 levels in the table. This means that there is no significant difference in the purchase assistance and protection provided by advertisements to the consumers of 10th and 12th education level.

From this finding conforms, Hypothesis 2 There is no relation in getting help and protection in purchasing to the consumer by advertisement and their educational level.

The mean scores of 10th standard and graduate consumers on perceived getting help and protection in purchasing to the consumer by advertisement are 77.64 and 90.42 respectively. The value of 't' calculated to test the statistical significance of the difference between the two means is 5.05. This value in the table indicates statistical significance at both the 0.05 and 0.01 levels. This means that there is a significant difference in the purchase assistance and patronage of consumers at the 10th and graduate level of education. As the average scores of the graduates are higher than the average of the consumers with up to 10th standard education, the graduates are more likely to receive help and patronage from the advertisement.

The mean scores of 10th standard and post graduate consumers on perceived help and patronage in purchasing due to advertisement are 77.64 and 92.53 respectively. The value of 't' calculated to test the statistical significance of the difference between the two means is 5.84. This value in the table indicates statistical significance at

both the 0.05 and 0.01 levels. This means that there is a significant difference in the purchase assistance and patronage of consumers at the 10th and post graduate level of education. As the average scores of the post graduates are higher than the average of the consumers with up to 10th standard education, the post graduates are more likely to receive help and patronage from the advertisement.

The mean scores of 12th standard and graduate consumers on perceived help and patronage in purchasing due to advertisement are 79.85 and 90.42 respectively. The value of 't' calculated to test the statistical significance of the difference between the two means is 4.36. This value in the table indicates statistical significance at both the 0.05 and 0.01 levels. This means that there is a significant difference in the purchase assistance and patronage of consumers at the 12th and graduate level of education. As the average scores of the graduates are higher than the average of the consumers with up to 12th standard education, the graduates are more likely to receive help and patronage from the advertisement.

The mean scores of 12th standard and post graduate consumers on perceived help and patronage in purchasing due to advertisement are 79.85 and 92.53 respectively. The value of 't' calculated to test the statistical significance of the difference between the two means is 5.19. This value in the table indicates statistical significance at both the 0.05 and 0.01 levels. This means that there is a significant difference in the purchase assistance and patronage of consumers at the 12th and post graduate level of education. As the average scores of the post graduates are higher than the average of the consumers with up to 12th standard education, the post graduates are more likely to receive help and patronage from the advertisement.

This finding does not prove hypothesis 1 that There is no relation in getting help and

protection in purchasing to the consumer by advertisement and their educational level.

Consumers with undergraduate and postgraduate education had mean scores of 90.42 and 92.53, respectively, on perceived help and patronage of the advertisement. The value of 't' calculated to test the statistical significance of the difference between the two means is 0.99. This value does not show statistical significance at both the 0.05 and 0.01 levels in the table. This means that

there is no significant difference in the purchase assistance and protection provided by advertising to undergraduate and graduate level consumers.

From this finding conforms, Hypothesis 2 There is no relation in getting help and protection in purchasing to the consumer by advertisement and their educational level.

H3: There is no relation in getting help and protection in purchasing to the consumer by advertisement and their Income groups.

Table 3

A 't' value statistical analysis of getting help and protection in purchasing to the consumer by advertisement and differences in Mean according to Income Group

Sr. No.	Income Group	N	Mean	SED	't'	df	Table Value Significance level	
							0.05	0.01
1.	Low Income Group	200	74.89	0.45	10.7	398	1.97	2.59
	Middle Income Group	200	79.73					
2.	Low Income Group	200	74.89	1.66	3.04	398	1.97	2.59
	High Income Group	200	79.95					
3.	Middle Income Group	200	79.73	1.25	0.17	398	1.97	2.59
	High Income Group	200	79.95					

From the above table, it is clear that the mean value of help and patronage in purchase due to advertisement is 74.89 for low-income group consumers. Whereas the mean of consumers in the middle-income group is 79.73. The value of 't' calculated to find the statistical significance of the differences between these two means is 10.7. This value in the table shows significance at 0.05 and 0.01 level, which means that there is a significant difference in purchase assistance and patronage for consumers from low- and middle-income groups. Consumers in the middle-income group are more likely to receive purchase assistance and patronage from advertising as their mean is higher. The mean value of help and patronage in purchase due to advertisement is 74.89 for low-income group consumers. Whereas the mean of consumers in the high-income group is 79.95. The value of 't' calculated to find the statistical significance of the differences between these two means is 3.04. This value in the table shows significance at 0.05 and 0.01 level, which means that there is a significant difference in purchase assistance and patronage for consumers from low and high-income groups. Consumers in the high-income group are more likely to receive purchase assistance and patronage from advertising as their mean is higher.

This finding does not prove hypothesis 3 that There is no relation in getting help and protection in purchasing to the consumer by advertisement and their Income groups.

The average value of advertising help and patronage to customers in the middle-income group is 79.73. Whereas the average of consumers in the higher income group is 79.95. The value of 't' calculated to find the statistical significance of the

differences between these two means is 0.17. This value does not indicate significance at the 0.05 and 0.01 levels in the table. That is, there is no meaningful difference between middle- and high-income group customers in terms of purchase assistance and patronage due to advertising.

From this finding conforms, Hypothesis 3 There is no relation in getting help and protection in purchasing to the consumer by advertisement and their Income groups.

Conclusion:

The age of the consumer affects the purchase assistance and patronage received from advertising. Consumers in the younger and working age groups receive greater support and patronage from advertising. Whereas customers who are prone to aging get it less.

Education level affects consumers' purchase support and patronage due to advertising. As the level of education increases, the aid and patronage in purchasing due to advertising increases.

Income group affects the purchase assistance and patronage consumers receive from advertising. Consumers in the high and middle-income groups get more support and patronage from advertising. And lower income group customers get less.

Reference:

1. Deshmukh, Prabhakar. (1973). Market Organization. Nagpur: Vidya Publication, p. 112
2. Deshmukh, Prabhakar. (1997). Marketing Management. Nagpur: Vidya Publication, p. 183

3. Deshmukh, Prabhakar. (1997). Marketing Management. Nagpur: Vidya Publication, p. 196
4. KShirsaghar, R. N. (1983). Principles of Advertising and Sales Management. Pune: City Book Store, p. 67
5. Bodhankar, Sudhir and Kanetkar, Medha. (2004). Industrial Services Marketing. Nagpur: Shri. Sainath Publication, p. 101
6. Gujrathi, R. J. and Mojarkar, V.V. (1975). Sales Management. Nagpur: Vidya Publication, p. 303
7. Gujrathi, R. J. and Mojarkar, V.V. (1975). Sales Management. Nagpur: Vidya Publication, p. 303
8. Kanetkar, Medha. (2008). International Marketing. Nagpur: Shri Sainath Publication, p. 43
9. Deshmukh, Arvind Murlidhar. (1991). "Effect of Advertising on Purchase Decision of Consumers of Selected Manufactured Consumer Goods in Nagpur City" Nagpur: Nagpur University, Unpublished Ph.D. Thesis.
10. Raghatate, Vijaya. (2004). Consumer Impact through electronic A media Advertising: a case of Nepal.