



Advertisement and Consumer Awareness

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Abstract:

Advertising is of utmost importance in marketing practice. Anyone who knows the art and science of advertising can sell any product. In the modern era, the importance of advertising is felt by every consumer section of the society. The need for advertising is felt by manufacturers, retailers, consumers. Advertising betting has become the soul of today's market. Because without it, it is impossible to progress in business. Present research aim was to conduct an age, educational level and income group-wise comparative study of consumers' purchase awareness due to advertising. 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. In the present research, the data was collected by preparing a schedule using Rating or intensity Scale for data collection. In the present research, 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 consumer awareness of purchase due to advertising and their age groups, educational level and income groups.

Key Word: Advertisement, Consumer, Awareness

Introduction:

Although man is a social animal, man has progressed from the savage state to the age of science by intellectual force. This is not just a step but a huge step forward. From the wild state, human beings started the transactions of exchange. Exchange of goods started according to human needs. Trade started in these exchange efforts. Along with the evolution of trade came the evolution of markets. The aim was to supply goods and services to the market from production to consumption.^[1]

Advertising is of utmost importance in marketing practice. Anyone who knows the art and science of advertising can sell any product.^[2]

Advertising is the act of informing or announcing to the public about something.^[3]

Advertisement is a business force which through the printed words sells or helps sell, builds reputation and fosters good will.^[4]

Advertisement is causing to know to remember and to do.^[5]

Advertisement is salesmanship in print.^[6]

Advertising sneaks into your home with stealthy steps. Advertisements in newspapers are dancing in front of the eye's day and night. Advertisements on TV or radio are heard. No one can escape today from the infection, influence and effect of advertising which has become a part of daily life. Whether one accepts the advertisement consciously or not, in today's life advertisement is

reaching everyone somewhere, every day and many times.^[7]

Advertisement has become an integral part of human life and economic and non-economic affairs are covered by advertisement.^[8] Advertising is basically a form of mass communication to persuade consumers. In order for the advertiser to achieve a certain objective, the consumer is expected to take the action of purchasing the product.

Advertisements which are pasted on the wall are called wall posters. Newspapers, magazines, periodicals have made the advertisement successful. Information about the item can be obtained by listening and watching advertisements on AIR (Radio), TV. Therefore, advertising works to encourage customers by helping them in purchasing goods and services.^[9]

Now it is impossible to imagine a "world without advertising". In various spheres of life, consumers are using it as a means of advertising in the purchase of goods. Through advertisement, it is necessary to know extensive information to help the consumer in purchasing the product.^[10]

In the modern era, the importance of advertising is felt by every consumer section of the society. The need for advertising is felt by manufacturers, retailers, consumers. Advertising betting has become the soul of today's market. Because without it, it is impossible to progress in business.^[11]

Advertising pulls the customer to the store to buy the product. In the mind of the consumer, after seeing the advertisement, the desires about the goods are awakened, for the satisfaction of these desires, after knowing the usefulness of the goods and services, the consumers buy the goods by paying the price of the goods.^[12]

Dev, Asha (2015)^[13] in a study on “Consumer awareness towards air-tight food” selected 500 consumers using a prospective sampling method. It concluded that most of the respondents who use air-tight foods agree that air-tight foods produce sterile and healthy foods as claimed by the companies.

Methodology:

Research Objectives:

1. To conduct an age-wise comparative study of consumers' purchase awareness due to advertising.
2. To conduct a comparative study according to educational level on consumer awareness of purchase due to advertisement.
3. To conduct an income group wise comparative study of consumer awareness of purchase due to advertising.

Hypothesis:

1. There is no relation in consumer awareness of purchase due to advertising and their age groups.
2. There is no relation in consumer awareness of purchase due to advertising and their educational level.

3. There is no relation in consumer awareness of purchase due to advertising 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 consumer awareness of purchase due to advertising and their age groups.

Table 1

A 't' value statistical analysis of consumer awareness of purchase due to 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	39.29	1.863	0.118	332	1.97	2.59
	35-45	163	39.51					
2.	25-35	171	39.29	1.751	1.993	315	1.97	2.59
	45-55	146	42.78					
3.	25-35	171	39.29	3.916	4.726	289	1.97	2.59
	55-65	120	20.78					
4.	35-45	163	39.51	1.787	1.829	307	1.97	2.59
	45-55	146	42.78					
5.	35-45	163	39.51	4.49	4.17	281	1.97	2.59
	55-65	120	20.78					
6.	45-55	146	42.78	5.2	4.2	264	1.97	2.59
	55-65	120	20.78					

From the above table, the mean score of 25-35 age group consumers in awareness of purchase due to advertisement is 39.29. Whereas the average score of consumers in the age group of 35-45 is 39.51. The value of 't' calculated to find the statistical significance of the differences between these two means is 0.118. This value does not indicate

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statistical significance at the 0.05 and 0.01 levels in the table. That is, there is no difference between the age group of the two-age group of consumers, 25-35 and 35-45, in their awareness of purchase due to advertising.

The mean score of consumers aged 25-35 on advertising-induced purchase awareness is 39.29.

Whereas the average score of consumers in the age group of 45-55 is 42.78. The value of 't' calculated to find the statistical significance of the differences between these two means is 1.993. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchasing due to advertising between the two age groups of 25-35 and 45-55. Since the average of consumers in the 45-55 age group is higher than the average of the 25-35 age group, advertising in the 45-55 age group leads to greater purchase awareness.

The mean score of consumers aged 25-35 on advertising-induced purchase awareness is 39.29. Whereas the average score of consumers in the age group of 55-65 is 20.78. The value of 't' calculated to find the statistical significance of the differences between these two means is 4.726. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchasing due to advertising between the two age groups of 25-35 and 55-65. Since the average of consumers in the 25-35 age group is higher than the average of the 55-65 age group, advertising in the 25-35 age group leads to greater purchase awareness.

The mean score of 35-45 age group consumers in awareness of purchase due to advertisement is 39.51. Whereas the average score of consumers in the age group of 45-55 is 42.78. The value of 't' calculated to find the statistical significance of the differences between these two means is 1.829. This value does not indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is no difference between the

age group of the two-age group of consumers, 35-45 and 45-55, in their awareness of purchase due to advertising.

The mean score of consumers aged 35-45 on advertising-induced purchase awareness is 39.51. Whereas the average score of consumers in the age group of 55-65 is 20.78. The value of 't' calculated to find the statistical significance of the differences between these two means is 4.17. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchasing due to advertising between the two age groups of 35-45 and 55-65. Since the average of consumers in the 35-45 age group is higher than the average of the 55-65 age group, advertising in the 35-45 age group leads to greater purchase awareness.

The mean score of consumers aged 45-55 on advertising-induced purchase awareness is 42.78. Whereas the average score of consumers in the age group of 55-65 is 20.78. The value of 't' calculated to find the statistical significance of the differences between these two means is 4.2. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchasing due to advertising between the two age groups of 45-55 and 55-65. Since the average of consumers in the 45-55 age group is higher than the average of the 55-65 age group, advertising in the 45-55 age group leads to greater purchase awareness.

H2: There is no relation in consumer awareness of purchase due to advertising and their educational level.

Table 2

A 't' value statistical analysis of consumer awareness of purchase due to 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	31.07	1.98	4.53	276	1.97	2.59
	12 th	150	40.04					
2.	10 th	128	31.07	1.86	5.02	292	1.97	2.59
	Graduation	166	40.84					
3.	10 th	128	31.07	1.93	4.51	282	1.97	2.59
	Post Graduation	156	39.77					
4.	12 th	150	40.04	1.868	0.428	314	1.97	2.59
	Graduation	166	40.84					
5.	12 th	150	40.04	1.93	0.13	304	1.97	2.59
	Post Graduation	156	39.77					
6.	Graduation	166	40.84	1.8	0.594	320	1.97	2.59
	Post Graduation	156	39.77					

From the above table, the average score of consumers who studied up to 10th standard is 31.07. Whereas the mean score of customers who have

studied upto 12th is 40.04 is the value of 't' calculated to find the statistical significance of the differences between these two means is 4.53. These

values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in the purchase due to advertisement of the consumers in the two educational levels of 10th and 12th. As the average of consumers in class 12th is higher than the average of consumers with education up to class 10th, consumers in class 12th are more aware of the purchase due to advertising.

The mean score of 10th and graduate consumers on awareness of purchase due to advertisement is 31.07 and 40.84 respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 4.53. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchase due to advertisement of the consumers in two educational levels i.e. 10th and graduation. As the average of consumers in the graduate group is higher than the average of consumers with up to 10th standard education, the consumer in the graduate group has a higher awareness of purchase due to advertisement.

The mean score of 10th and post graduate consumers on awareness of purchase due to advertisement is 31.07 and 39.77 respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 4.51. These values indicate statistical significance at the 0.05 and 0.01 levels in the table. That is, there is a significant difference in the awareness expressed in purchase due to advertisement of the consumers in two educational levels i.e. 10th and post graduation. As the average of consumers in the graduate group is higher than the average of consumers with up to 10th standard education, the consumer in the post graduate group

has a higher awareness of purchase due to advertisement.

The mean score of 12th and graduate consumers on awareness of purchase due to advertising is 40.04 and 40.84 respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 0.428. This value does not indicate statistical significance at the 0.05 and 0.01 level in the table. That is, there is no significant difference in the awareness expressed in purchase due to advertisement of consumers in 12th and graduation level of education.

The mean score of 12th and post graduate consumers on awareness of purchase due to advertising is 40.04 and 39.77 respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 0.13. This value does not indicate statistical significance at the 0.05 and 0.01 level in the table. That is, there is no significant difference in the awareness expressed in purchase due to advertisement of consumers in 12th and post-graduation level of education.

The mean score of graduates and post graduate consumers on awareness of purchase due to advertising is 40.84 and 40.84 respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 0.594. This value does not indicate statistical significance at the 0.05 and 0.01 level in the table. That is, there is no significant difference in the awareness expressed in purchase due to advertisement of consumers in graduation and post-graduation level of education.

H3: There is no relation in consumer awareness of purchase due to advertising and their income groups.

Table 3

A 't' value statistical analysis of consumer awareness of purchase due to 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	38.33	4.6	3.02	398	1.97	2.59
	Middle Income Group	200	52.24					
2.	Low Income Group	200	38.33	5.1	3.99	398	1.97	2.59
	High Income Group	200	58.38					
3.	Middle Income Group	200	52.24	4.5	1.35	398	1.97	2.59
	High Income Group	200	58.32					

From the above table, the mean scores of low-income groups and middle-income group consumers on advertising-induced purchase awareness are 38.033 and 52.24 respectively. The value of 't' calculated to find the statistical significance of the difference between these two means is 3.02. This value indicates the statistical significance at 0.05 and 0.01 level in the table. That is, there is a

significant difference in awareness of purchase due to advertising between low- and middle-income group consumers. As the mean of middle-income group consumers is high, the awareness of consumers in purchasing due to advertising is high.

The mean scores of low-income groups and high-income group consumers on advertising-induced purchase awareness are 38.033 and 58.32

respectively. The value of 't' calculated to find the statistical significance of the difference between these two means is 3.99. This value indicates the statistical significance at 0.05 and 0.01 level in the table. That is, there is a significant difference in awareness of purchase due to advertising between low- and high-income group consumers. As the mean of high-income group consumers is high, the awareness of consumers in purchasing due to advertising is high.

The mean scores of middle-income groups and high-income group consumers on advertising-induced purchase awareness are 52.24 and 58.32, respectively. The value of 't' calculated to find the statistical significance of the differences between these two means is 1.35. This value does not indicate statistical significance at the 0.05 and 0.01 level in the table. That is, middle- and high-income group consumers have no significant difference in purchase awareness due to advertisement.

Conclusion:

Age affects the purchase awareness expressed by consumers due to advertising. Younger and middle-aged consumers show more purchase awareness due to advertisement whereas older consumers show less awareness.

Education level affects the awareness expressed by consumers towards advertising. Consumers with 12th to post graduate education show more awareness in purchasing. Whereas consumers with education up to 10th standard show less awareness in purchasing.

Income group affects the awareness expressed by the consumers due to advertising. High- and middle-income consumers show high purchase awareness due to advertising while low-income consumers show very low such purchase awareness.

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