

Periodic Research

Impact of Advertising on Urban Women Consumer's Behavior and Their Brand Awareness-with Special Reference to Gorakhpur District

Abstract

Today the media and advertising are a pervasive presence in the lives of people either young or old. The behavior of half's of our country's population is not remained untouched with the altered social situation in the latter part of the 20th century i.e. With the revolutionary movements for women equal rights etc. the vulnerable and submissive image of the women has been disappeared and she has gotten a tremendous change in the social status of herself as well as gotten a status of prominent consumer in the present world of marketing. Now, women posses a significant position in present marketing scenario. Even the small cities are also providing a great opportunity to the marketers to sell their products to the women consumers.

The study is concerned with the view to know the impact of advertising on urban women consumers and their brand awareness with special reference to Gorakhpur district. And the status of women as consumer influence on buying behavior within a small district like Gorakhpur and their satisfaction with advertising strategies in all product groups. The Primary data has been collected from 200 respondents from Gorakhpur district situated in Uttar Pradesh; India The district occupies the north-eastern corner of the state. In 2011, Gorakhpur had population of 4,440,895 of which female were 2,163,118. Structured questionnaires have been framed contained 12 questions which have been asked to women consumers from all walks of life. The secondary data has been collected from books, websites, articles, television etc. Finally some Finding, limitations, conclusions & suggestion have been written into this paper.

Keywords: Advertising, Women Consumers, Buying Behavior, Brand Awareness

Introduction

Consumer is one who consumes the goods & services product. The aim of marketing is to meet and satisfy target customers needs & wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and the largest number of customers, sets the ball rolling for analyzing each of the conditions of the target market. As per the topic, the focus is on, Impact of Advertising on women consumers buying behavior and their brand awareness with special reference to Gorakhpur City. In the present time a good number of products are created for the women consumers. They range from FMCGs, cosmetics, healthcare products .apparels, jewelries, confectionary products, book and magazine, kitchenware, electronic goods, computers, mobile phones, two wheelers etc. Such product are advertised vehemently in different media and vehicles (there are certain vehicles specifically meant for women).along with the traditional advertising media (television, radio, wall painting, hoardings etc). there are some latest advertising methods also which are used by marketers are- internet, infomercial and mobile advertising which again, to a considerable extent, are directed towards the female section of the society the proposed study shall look into that whether or not such advertising efforts are making impact on the women consumers of Gorakhpur district.

Reason for selecting Gorakhpur district

- Gorakhpur district is well developing city in India in terms of consumers and marketing.

Sadaf Athar
Research Scholar
Deptt.t of Commerce
D.D.U. Gorakhpur
University, Gorakhpur

Periodic Research

- To suggest strategies to marketers of different products from Gorakhpur specially meant for women which satisfy women consumer's expectations.
- To know more about women consumers buying behavior towards different products from Gorakhpur city.

Women Consumers

Women consumers are the female genders or ladies who use or consume the particular products

Consumer Behavior

According to Walters & Paul- "*Consumer Behavior is the process whereby individuals decides what, when, where, how and from whom to purchase goods & services.*"

Marketing: according to Phillip Kotler-

"A social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value to each other."

Advertising

Advertising is a form of communication intended to persuade, an audience (viewers, readers, and listeners) to purchase or take some action upon product/ services. Advertising is growing today as the potent tool for the marketing of goods, services and ideas through both the industrialized and non industrialized nation.

According to (Bovee, 1992, p.7)

"Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products and services or by ideas by identified sponsors through the various media"

Within the aspect of advertising the behavior of the targeted consumer values a lot.....what is consumer behavior? "The behavior displayed by consumers while searching for, purchasing, using evaluating and disposing of products and services that they expect to satisfy the needs is referred to as consumer behavior"

The awakening of the female consumers consciousness leads to alteration of consumer behavior and influences the women's usual conception for pursuing fashion and cosmetic application

The Indian life style has also been changed with the passage of time according to the census and techno pack study the number of working women is increasing rapidly due to which the traditional image of working men and stereotyped- house wives' image is started to be vanished .

In urban India it has become very common to execute the family expenditures with dual incomes i.e. husband's and wife's.

Within the Indian perspective often the man is the maker of choice but it's the women of course who tells him what is to be chosen he Indian market has witnessed tremendous social changes and trends, with women to a great extent women either working or house wives the vulnerable and submissive image of the women has been disappeared and she has gotten a tremendous change in the social status of herself as well as gotten a status of prominent consumer in the

present world of marketing. Now, she posses a significant position in present marketing scenario. Earlier it is said that "the customer is the king of the market". But now it is shifted towards the queen. The small city like Gorakhpur has also been developed as a vast market for the different products used by women consumers.

Research Methodology

Universe-The universe of study is Gorakhpur city

The Sample Design: Sample Size- 200 literate women consumers from all walks of life shall be selected. The study shall be made with the help of structured questionnaire contained 12 questions which have been asked to women consumers from all walks of life.

The study is focused on different groups of products in Gorakhpur city. In 2011, Gorakhpur had population of 4,440,895 of which female were 2,163,118 Structured questionnaires has been framed. The secondary data has been collected from books, websites, articles, television etc.

HYPOTHESES

1. Indian urban women consumers are more brand conscious and the impact of advertising on them are more prominent.
2. Advertising for women products are created keeping in view the urban women consumers.
3. The literate urban women consumers are affected by the latest methods of advertising to a very limited extent such as internet and infomercials and mobile advertising

Objectives of Study

1. To assess the level of brand awareness in urban women consumers.
2. To evaluate the impact of advertising leading to brand awareness and choice making on urban women Consumers.

Scope of Research

1. This study helps to know the impact of advertisement on women consumers buying behavior
2. This study helps to know marketing of different feminine product in Gorakhpur city
3. It helps to examine women understanding , their decision-making process, attitude, and brand awareness etc. towards different groups of products in Gorakhpur city
4. It helps to know advertising strategy to be obtained in a small city as Gorakhpur by marketers.

Research Methodology

The universe of study is Gorakhpur city.

The Sample size is- 200

The study is focused on all products groups in Gorakhpur city

The total population in Gorakhpur city In 2011- 4,440,895 of which female were 2,163,118.

Data Collection

Primary Data

- Structured questionnaires

Secondary Data

- Books

Periodic Research

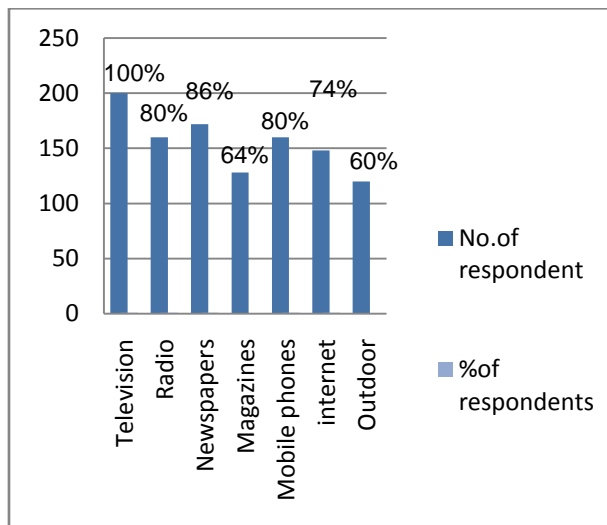
- Websites
- Television

Data Analysis

Q.1. Media of advertising you are familiar with:

- (a). Television (b). Radio (c). News papers
(d). Magazines (e). Mobile phones (f).internet
(g).outdoor

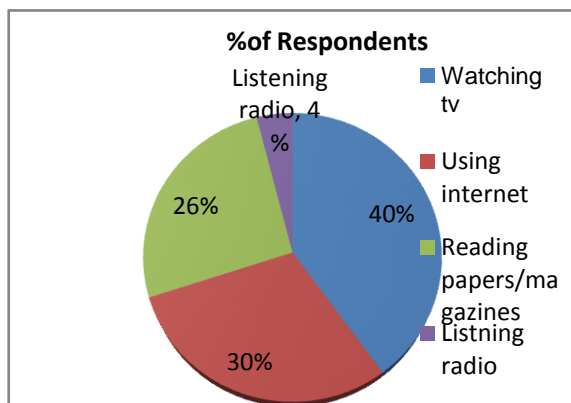
Particulars	No. of respondent	%of respondents
Television	200	100%
Radio	160	80%
Newspapers	172	86%
Magazines	128	64%
Mobile phones	160	80%
Internet	148	74%
Outdoor	120	60%



Q.2. Upon which of such means you spent more time?

- A. Watching TV B. listening radio
C. news papers /magazines D.listening radio

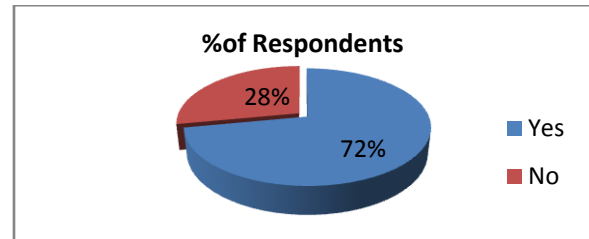
Particulars	No. of respondents	%of respondents
Watching TV	80	40%
Using internet	60	30%
Reading papers/magazines	52	26%
Listening radio	8	4%



Q.3. Do you like to watch advertisements?

- A. Yes B. No

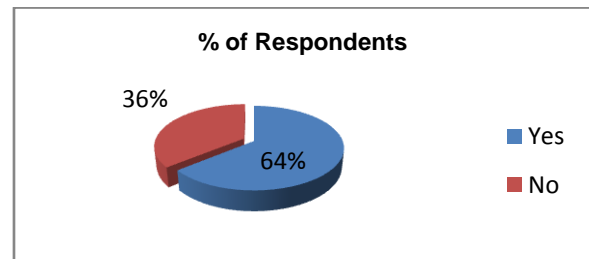
Particulars	No. of respondents	%of respondents
Yes	144	72%
No	56	28%



Q.4. Do you think that advertisement create influence upon your purchase decision?

- A. Yes B. No

Particulars	No. of respondents	% of respondents
Yes	128	64%
No	72	36%

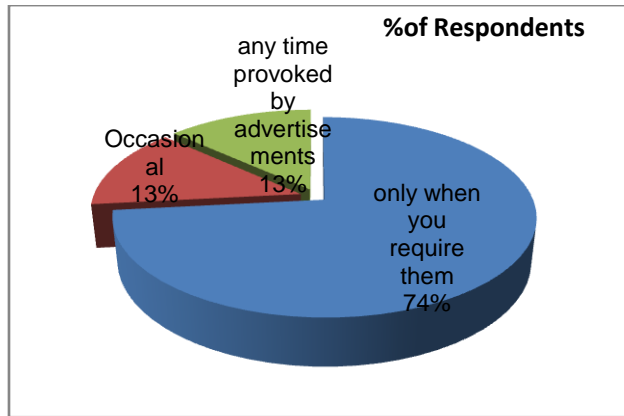


Q.5. You purchase products – (garment, durables, vehicles, kitchen wares, FMCGs)

- A. only when you require them B.occasional C. any time, provoked by advertisements

Particulars	No. of respondents	%of respondents
only when you require them	132	66%
Occasional	24	12%
any time , provoked by advertisements	24	12%

Periodic Research

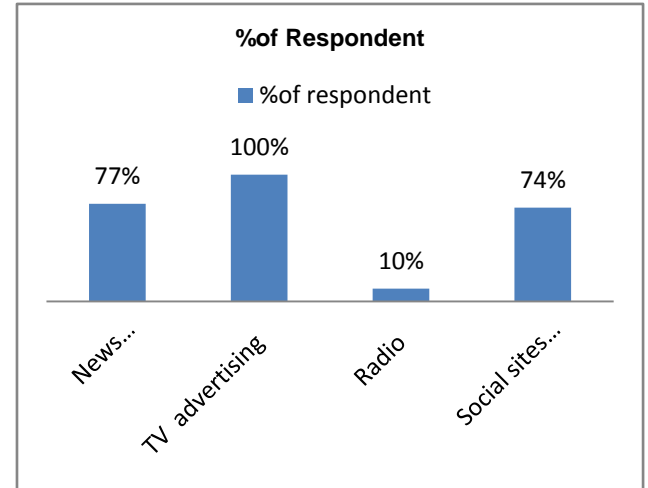


Radio	20	10%
Social sites	148	74%
Advertising outdoors	120	60%

Q.6. The Important Factor influencing your purchase decision-

- A. Advertisement B. Brand C. Product quality
D. Price E. Availability F. Gifts/schemes

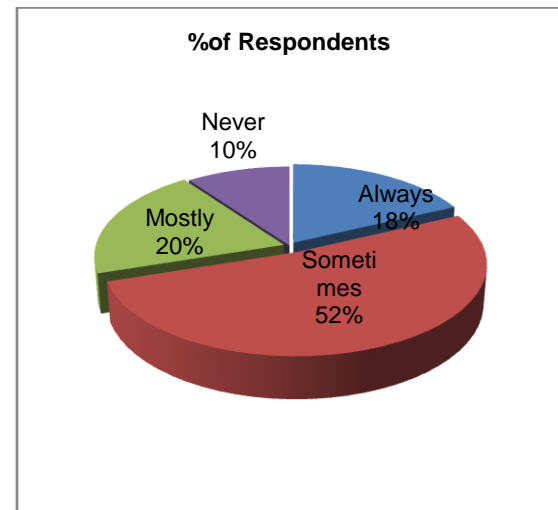
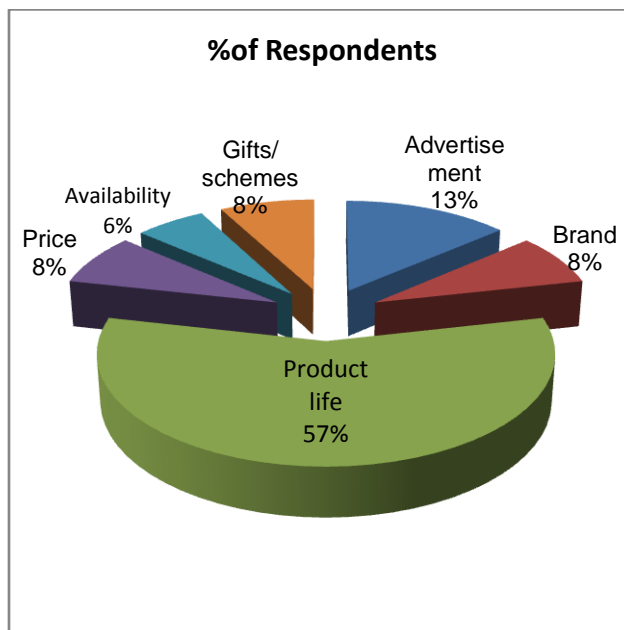
Particulars	No. of respondents	%of respondents
Advertisement	28	14%
Brand	16	8%
Product life	116	58%
Price	16	8%
Availability	12	6%
Gifts/schemes	16	8%



Q.8. Is the purchasing decision of family requisites done by you?

- A. Always B. Some time C. Mostly D. Never

Particulars	No. of Respondent	%of Respondent
Always	36	18%
Sometimes	104	52%
Mostly	40	20%
Never	20	10%



Q.7. Your purchase is influenced by ads on-

- A. News papers / magazines B. TV advertising
C. Radio D. Advertising on social sites E. Outdoors

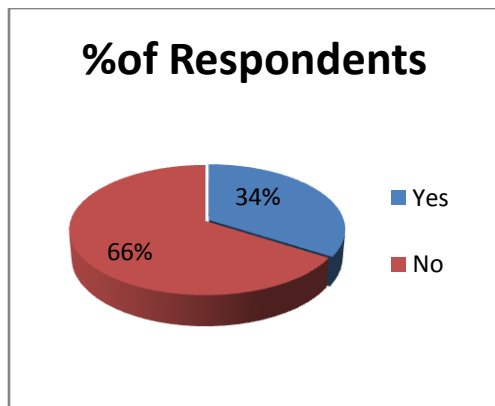
Particulars	No. of Respondent	%of Respondent
News papers/magazines	154	77%
TV advertising	200	100%

Q.9. Do you think yourself/other as a better housewife and a smart mom is made by the advertisement?

- A. Yes B. No

Particulars	No. of Respondent	%of Respondent
Yes	68	34%
No	132	66%

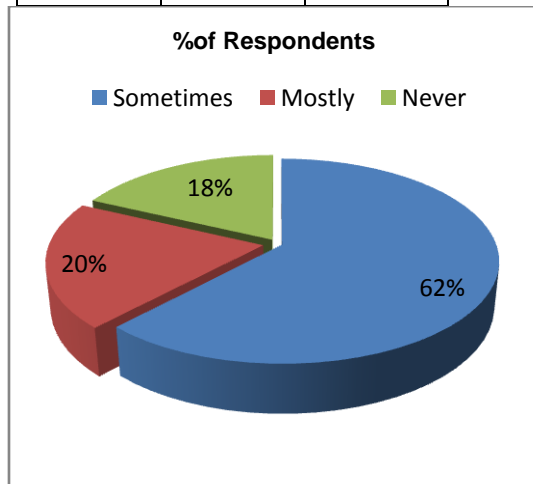
Periodic Research



Q.10. Do the Ads create an imbalance into your budget also?

always b .some time c. mostly d. never

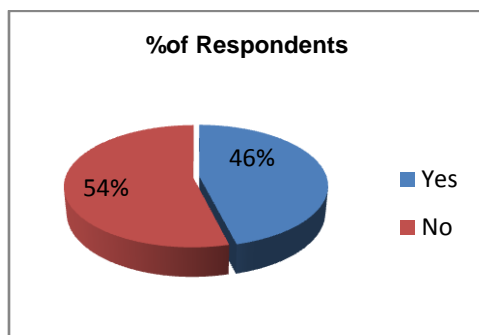
Particulars	No. of respondent	% of respondent
Sometimes	124	62
Mostly	40	20
Never	36	18



Q.11. Does the ads influence you as much that you switch over from one brand to the other

A. Yes B. No

Particulars	No. of respondent	% of respondent
Yes	92	46
No	108	54

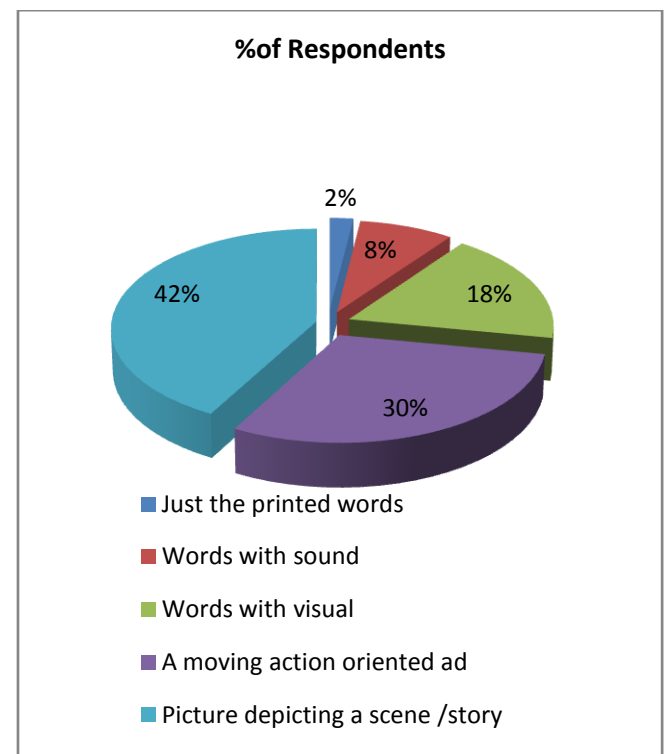


Q.12. Which form of ad creates a greater impact on you?

A. Just the printed words B. Words with sound

C. Words with visual D. A moving action oriented ad
E. Picture depicting a scene /story

Particular	No. of Respondent	% of Respondent
Just the printed words	4	2%
Words with sound	6	8%
Words with visual	36	18%
A moving action oriented ad	60	30%
Picture depicting a scene /story	84	42%



FINDINGS

TV advertising is 100% persuade of women consumers in Gorakhpur district.

Most of the consumers are satisfied with T.V. advertising of all products groups

Women consumers are also influenced by the ads in newspaper/magazines, outdoors and internet.

Internet is growing as a strong influencer of women consumers of young generation.

About 46% of women consumers switch from one brand to the other by the effect of ads 42% of women consumers accepted moving action oriented ads, 30% of them accepted picture depicting a scene and story as a great influencers it means TV internet has greater impact on women consumers. Sometimes ads also create imbalance into budgets –accepted by 62% of consumers.

52% of the purchasing decision of family requisites are sometimes done by women consumers while 20% said mostly and 18% of decision are made by themselves.

Advertisements plays an important role in making purchase decision.

Suggestion

Marketers should make more creative advertisement to satisfy women customers

There should be ethics in advertising. As maximum no. of Women customers are becoming tech savvy so it has become necessary to marketers to approach these women customers. Women of small cities may provide a huge market therefore online and TV advertising have to be made creative and persuasive. Radio ads should also have to be developed. women products should be advertised vehemently on television, newspapers and on social sites

Conclusion

It has been concluded that though the T.V. advertising have great impact on buying behavior of women customers in Gorakhpur city. Internet also becoming another huge and influencing medium to approach the customers and women consumers may provide a very big market it will get the great concentration of the advertisers because before purchasing any product customers/ consumers collects information for their proper purchasing decision making activities hence Advertising is mostly adopted to get information about the products. There are different factors influenced on buying behavior of women consumers in that it has been found that Social and personal factors have more influenced. Maximum women consumers influenced by TV advertising in Gorakhpur city. It has been also concluded that Maximum no. of women consumers are attracted towards the use of internet In this way on line advertising may play a vital role in buying behavior of women consumer in Gorakhpur city.

References

1. Ramaswamy, V.S. and S. Namakumari. Marketing management: Global Perspective Indian Context. 4th ed. Daryaganj New Delhi India: 2009.
2. Belch, George E., Michael A. Belch, and Keyoor Purani. Advertising and Promotion: An Integrated Marketing Communications Perspective. 7th ed. Tata McGraw Hill Education Private Limited. India: New Delhi. 2010.
3. Chawalla, S.A. and K.C. Sethia. Foundation of Advertising: Theory and Practice. 7th ed. HIMALAYA PUBLISHING HOUSE PVT. LTD. India: Mumbai. 2009.
4. Nair, Suja R. Consumer Behavior in Indian Perspective: Text and cases. 2nd ed. HIMALAYA PUBLISHING HOUSE PVT. LTD. India: Mumbai. 2010.
5. Bovee, C.L., J.V. Thill, G.P. Dovel and M.B. Wood. Advertising Excellence. (Int. ed.) McGraw Hill Inc. 1998.
6. Niazi, Ghulam Shabbir Khan and Siddiqui, Javaria and Shah, Burhan Ali and Hunjra, Ahmed Imran (2011): Effective advertising and its influence on consumer buying behavior. Information Management and Business Review, Vol. 4, No. 3 (2012): pp. 114-119
7. Daniel, T. Seymure. Marketing Research. S. Chand and Co. India: New Delhi. 1999.
8. Kothari C.R. (2008) 'Research Methodology' 2nd Edition Himalaya Publication
9. Kotler Philip (2008) 'Principle of Marketing Management' 12th Edition Prentice-Hall of India
10. Beri G.C. (2008) 'Marketing Research' 4th Edition Tata Mc-Graw Hill company
11. Schiffman & Kanuk (2006) 'Consumer Behavior' 10th Edition Prentice-Hall of India
12. Michael Solomen (2006) 'Consumer Behavior' 3rd Edition Prentice-Hall of India
Websites:
13. www.indiantelevision.com
14. www.google.com
15. www.wikipedia.com