

Periodic Research

Impact of the Advertisements and Educational Qualification of the Housewives & working women on Consumer Buying Behaviour for Purchase of Household Appliances

Abstract

The chief aim of the research was to find out the impact of education of housewives & working women on the consumer buying behaviour due to the advertisements. To study the influence of the advertisements in the Jabalpur city the housewives and working women folk were divided in three groups--12, Graduates and Post-Graduates. A questionnaire prepared by the researcher was used for obtaining information from the respondents. After procuring statistical data, the researcher was able to arrive at the conclusion that there was no impact of educational qualification of respondent and advertisements on consumer behaviour to purchase household appliances of housewives and working women.

Keywords: Advertisement, Consumer Buying Behaviour, Educational Qualification

Introduction

Advertisements play a vital role in promotion of every product. The advertisements communicate all relevant information to consumers. They also increase the awareness regarding their product. The mode of advertisement has changed due to advancement in technology. The development of science specially in the field of ICT has proved way for new types of advertisement. The advertisements were in the form of hoardings and leaflets latealong with newspapers new mobile devices advertisement are the main source of advertising now. Each and every smart phone is connected with internet and as such it has become easier to advertise product. The educated persons are using this media for gaining knowledge about different products.

It will not be out of place to mention that the consumer behaviour may be said to be the process whereby people decide what, when, where, who and from whom to purchase not only goods but services also. It is commonly said that consumer behaviour is the study of different people showing how they behave in different situation. Buying is amongst one of the many actions of the individuals when something is to be purchased. When consumer behaviour and buying behaviour are combined consumer buying behaviour becomes the process of decision making of any buyers. This changes according to the conditions of the individuals.

In the present age of the development of the mass communication there is direct influence on the purchasing style or trend of the buyers. The ever changing trend in the advertisement influences the attitudes of buyers not only inside the house, but outside as well. The factor such as television, electronic media, internet etc. is changing the awareness of the consumers, in day – to – day life. The women folk have access to the new domestic appliance available in the market, through them, for those which would be arriving soon with new additional features. Moreover, the working women are strongly influenced by the advertisement when they venture out. Education influences the women's domestic or family and social and economic conditions.

It is said that an educated women not only influences the other members of the family, but also helps them to take proper decisions. Working women help in the improvement of the economic condition of their

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E: ISSN No. 2349-9435

family. Such women consider the interest and the opinion of every member of their family. She is well aware of the needs of each member of family. Before final purchases many factors are borne in mind: price, features, quality, after sale services, etc. Bakshi, Gaurav and Gupta Dr. Surender Kumar (2013), Malik, Muhammed Ehasan et.al.(2013), Saleem, Salman (2013), Afzal, Sadia and Khan, Javed Rabbani (2015), observed that the educational qualifications of the consumer affects the consumer behaviour. Ertemel, Adnan Veysel and Ammoura, Ahmad,(2016), Govender, Jeevarathnam P. and Govender, Tushya L.(2016), Manivasagan, S. and Saravanan, R. (2016), Manivasagan, S. and Saravanan, R. (2016), Zia, Najam Ul. (2016), reported that there is a great advertising of a product, the customers are more affected from this. So, there is a positive relation between the advertising and consumer buying decision in Pakistan. Mohideen, Dr. R. Khader and Saravanan, P. (2016), indicated that study of important factors, service satisfaction and purchase decision of consumer durables goods. Percentage analysis and weighted average correlation analysis were used for analysis. Dulin, Giehlito Cammayo. (2016), found that among the key indicators affecting the consumer buying behaviour, the respondents consider the importance of the product advertised, quality of the products advertised, usefulness of the product and the price of the product as the top 4 key indicators and endorsement by celebrities ranks last. Of the seven features of the product that affects the consumer buying behaviour, the overall quality of the product is ranked no. 1, followed by personal satisfaction and economic value while familiarity and popularity of the product ranks last, Fallav, Rupesh. (2016), indicated that a company should know about target audience according to their age, gender, lifestyle, literacy etc. and also their tastes, likes and dislikes, preferences, expectations, expectations, needs and demands and focuses on a single benefit because in communicating several things in a single advertisement, the viewers will be confused, one of the main point is to select a right and proper websites, advertisement must be relevant for the targeted consumers otherwise they ignore the ads, size of the advertisement should be very carefully defined which is neither too lengthy nor too short. Advertisement must be informative and effective by which viewers easily know about the products and their specifications. Jashari, Fitore et.al.(2017), concluded that the implication of these findings suggests in what segment businesses in Kosovo should focus their market research and marketing strategy. Khanam, Anisa. and Verma Dr. Abhay.(2017), found that the focus of this paper was to understand if TV Advertisement have an impact of Consumer Buying Preference. The conclusions of the research will be of help to the purchase to select a proper product by utilizing the information provided in the advertisements.

Objectives of the Study

1. To study the impact of advertisement and educational qualification of housewives and

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- working women on consumer buying behaviour for purchase of household appliances.
2. To study the impact of educational qualification and general information factor of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.
 3. To study the impact of educational qualification and increase in knowledge factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.
 4. To study the impact of educational qualification and attractive product presentation factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.
 5. To study the impact of educational qualification and test of quality factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.

Hypotheses

1. There is no significant impact of advertisement and educational qualification of housewives and working women on consumer buying behaviour for purchase of household appliances.
2. There is no significant impact of educational qualification and general information factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.
3. There is no significant impact of educational qualification and increase in knowledge factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances
4. There is no significant impact of educational qualification and attractive product presentation factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances.
5. There is no significant impact of educational qualification and test of quality factors of advertisement of housewives and working women on consumer buying behaviour for purchase of household appliances .

Sample

The sample of the study is shown in the following table-

Nature of work	N
Housewives	50
Working women (office)	50
Total	100

Note

The housewives have been selected on the basis of the jobs of their husbands which was the same as that of working women.

Tools

Consumers Behaviour Scale – Prepared by the researcher.

Method

The women selected in the sample were administered the scale individually. Scoring was done and data was analysed. The researcher selected a sample of working women (office) and then selected those housewives whose husbands their working in offices. It was consider that the womens selected in the sample where at least 10 + 2. The questionnaire prepared by the researcher was administer and all the questions were given answers to satisfy them care was taken to see that all respondents answers each questions of the questionnaire.

The filled in questionnaire where scored and statistical analysis was done of the data entered in the master sheet the chi-square was used to find out whether there was significance difference among the group.

Analysis and Discussion of Results

The comparative results of housewives and working women on different factors of advertisement are presented in the table given below in relation to the educational qualification of respondents-

Table No. 1

Comparative Results of Housewives and Working Women of Different Educational Qualification for the Impact of Advertisement on Their Purchasing Behavior

Education	Nature of Work	N	Factors of Advertisement				
			General inform-ation	Increa-se in knowl-edge	Attracti-ve product-present-ation	Test of quality	Misc.
+12	Housewives	16	12.93	17.81	8.43	13.69	20.00
	Working women	13	12.46	18.92	8.61	14.69	21.23
Grad-uate	Housewives	24	13.33	18.33	8.79	14.04	21.00
	Working women	21	12.33	18.42	9.95	12.14	20.28
Post Gradu-ate	Housewives	10	13.30	17.10	8.90	12.70	21.90
	Working women	16	14.12	19.75	9.87	15.87	21.12
'F' Ratio			0.91	0.69	1.04	2.04	0.39
'P' Value			>0.05	>0.05	>0.05	>0.05	>0.05

Degree of Freedom-5.94

Significant at 0.05 level – 2.30

Significant at 0.01 level – 3.20

The result of nature of work and education in relation factory advertisement general information on consumer buying behavior. So that obtained value of F-ratio 0.91 which is statistically insignificant, since it is lower than the minimum value for significant at 0.05 levels. This source that there is no significant impact of educational qualification, general information factor of advertisement on consumer buying behavior of housewives and working women.

Similar are the findings for educational qualification. Nature of work and increase in knowledge, attractive product presentation, test of quality and miscellous factor of advertisement on consumer buying behavior. The obtained values of F-ratio are 0.69 1.04 2.04 and 0.39 respectively which are less than the minimum value for significant at 0.05 the above results shows about there is no significant impact of educational qualification, increase knowledge, attractive product presentation, test of quality and miscellous factors on consumer buying behavior on purchase of house hold appliances by housewives and office working women.

The results presented in the above table show that there is no significant impact of educational qualification and different factors of advertisement on purchase of household appliances by housewives and working women (office). The obtained values of 'F' Ratio are less than the minimum value for significance at 0.05 levels. The shows that housewives and working women of different educational group are not influenced in their purchase of household appliances in relation to different factors of advertisements. Both are equally aware and have knowledge about what is relevant and important for them considering the need

of the whole family. The household appliances facilitate the domestic working in relation to saving time and energy which may be utilized in other works. It is significant to mention that the profession of husbands of the housewives is same as the profession of working women. This may be seen in the light of the fact that the home environment of the two types of the women is practically the same which may be presented as controlled condition.

It is significant mention that these days the advanced mobile technology is being used by both housewives and working women it irrespective of their educational qualification the growing consult purchase of the quality product is the necessity of each family because of increase in prices of everything. This has resulting in purchase of those things which are more economical in terms of their durability and length of service. Along with good after self service.

The results do not show the impact of advertisement and educational qualification of respondent on consumer behaviour which is contrary to the findings of Bakshi,Gaurav and Gupta Dr. Surender Kumar (2013), Malik, Muhammed Ehasan et.al.(2013), Saleem, Salman (2013), Afzal, Sadia and Khan, Javed Rabbani (2015),who observed that the educational qualification of the consumers affects their consumer behaviour alongwith the advertisements. They have found that the consumer behaviour is affected by educational qualification of respondents and advertisements. Ertemel, Adnan Veysel and Ammoura, Ahmad, (2016), Govender, Jeevarathnam P. and Govender, Tushya L.(2016), Manivasagan, S. and Saravanan, R. (2016), Manivasagan, S. and Saravanan,R. (2016), Zia,

E: ISSN No. 2349-9435

Najam Ul. (2016), Mohideen, Dr. R. Khader and Saravanan, P. (2016), Dulin, Giehlito Cammayo. (2016), Fallav, Rupesh. (2016), Jashari, Fitore.et.al. (2017), Khanam, Anisa. and Verma Dr. Abhay.(2017), The researcher has tried to study consumer behaviour in relation to different factors of advertisement and educational qualification but found that different factors are equally helpful to both-housewives and working women (office). Thus, it can be said that the educational qualification of respondents and the constituent factors of advertisements do not affect the consumer behaviour of housewives and working women i.e., working status and educational qualification and advertisements do not affect consumer behaviour.

Conclusions

1. There is no impact of educational qualification of respondent and advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).
2. There is no impact of educational qualification of respondent and general information factors of advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).
3. There is no impact of educational qualification of respondent and increase in knowledge factors of advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).
4. There is no impact of educational qualification of respondent and attractive product presentation factors of advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).
5. There is no impact of educational qualification of respondent and test of quality factors of advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).
6. There is no impact of educational qualification of respondent and miscellaneous factors of advertisements on consumer behaviour to purchase of household appliances of housewives and working women (office).

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