

Changing Buying Perception towards Branded Durable Products Through E-advertising

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Abstract

Current research paper has been diverting perception of consumers on Durable Products Brands through E-Advertising in rural as well as urban markets by using a regression analysis. In general word consumer perception is cognitive or thinking process and an individual's activities, emotions, feelings etc. are based on his perception of his surroundings or environment. This research will help many marketers to understand consumer perception in today's cut throat competition.

Keyword: Consumer perception, Durables products, Brands, Marketing.

Introduction

Advertising is one of the four methods of promotion, viz., sales promotion, personal selling, public relations and advertising. Advertising is a non personal communication of a sales message it is also non as mass selling. It is not as effective as personal selling but it does facilitate communication with a large number of potential buyers at a time.

Consumer perception is one of the topics that marketer uses to better understanding of consumer on how they react when comes to buying decisions. Perception is how one view under the influence of past experience, personal opinion. Brands are a means of differentiating a company's products and services from those of its competitors. Retailing in India has grown over the past few years, from Mom & Pop stores, hyper stores, super-stores, discount stores, Cash n carry and many new formats are still in nascent stage. Wal-Mart has just made its inroads on the Indian terrain, Mark & Spencer's are already expanding exponentially. There is plenty of evidence to prove that customers will pay a substantial price premium for a good brand and remain loyal to that brand. It is important, therefore, to understand what brands are and why they are important.

It is selection, organization, and interpretation of marketing and environmental stimuli in to a cohesive picture. Following are the some feature of perception, which are as under: Perception is basically a cognitive or thinking process and an individual's activities, emotions, feelings etc. are based on his perception of his surroundings or environment.

Literature Review

According to Jerry Gao (2002), and et al online advertising has been recognized as one of efficient and effective means for marketing and advertising due to its global visibility, low-cost, effective performance tracking and measurement. Chinho Lin (2003), discussed about spite of the expanding attention to the internet advertising as communication effectiveness. Jacquelyn Massey(2005), Teenagers do not fully understand the impact that advertising has on them. Tchaitavor (2011), The Internet has become a major source of information consumption, and to some extent, has replaced old media such as the radio, television and the newspaper. Bo Xing and Zhangxi Lin (2008), Online advertising market is becoming a popular area of academic research. Jennifer Michelle Browne (2006), major assumption in his paper that gaps exist between agency and client perception of internet value. The internet is widely considered the most measurable of advertising media, Magid Abraham (2008). Ron Berman (2013), Advertisers who run online advertising campaigns often utilize multiple publishers concurrently to deliver ads.

Objective of the Study

Following are the main objectives of the present study.

1. To develop and standardize a measure to evaluate consumer perception of durable s brands and e-advertising.
2. To analyzed causal relationship between consumer

perception of durables brands and e-advertising.

Research Methodology

Sampling Design:

Population: Population included all the consumers who are uses branded durable and also visit durable retail stores of Gwalior city.

Sampling Technique: Non – Probability purposive sampling technique was used to select the sample.

Sample Size: Sample size was 135 respondents.

Tools Used for Data Collection:

Self-designed questionnaire was used for the analysis of Consumer Perception towards banded durables. Data was collected on a likert type scale, where 1 stands for minimum agreement and 5 stands for maximum agreement.

Tools Used for Data Analysis:

Reliability, Normality, Regression Analysis.

Observation and Results

Reliability Measure

Table Showing Alpha Reliability Statistics for Consumer Perception

Reliability Statistics

Variables	Cronbach's Alpha	No. of Items
E-Advertising	.763	8
Perception	.732	7

The obtain value of Chronbachs Alpha value (.763) for E-Advertising and (.732) Perception is more than to standard value of Cronbach's alpha (0.7) indicate data is reliable for

different statistics analysis, so all the items in questionnaire are highly reliable.

Normality Analysis

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
E Advertising	.080	133	.053	.982	133	.011
Perception	.121	132	.117	.849	132	.047

a. Lilliefors Significance Correction

The insignificant value of K-S test (.053) for Advertising and (.117) for Perception or buying perception indicate data has been normally distributed.

Linear Regression between Internet Advertising and Buying Perception of Durable Brands

The regression was calculated by taking the total of e-

advertising and Buying Perception of Durable Brands by using SPSS software. In this the e-advertising was independent variable and Buying Perception of Durable Brands was the dependent variable.

Null Hypothesis (H₀): There is no association between e-advertising and buying perception of durable products.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.410	1.131

a. Predictors: (Constant), E_Advertising

b. Dependent Variable, BuyingPerceptionofDurable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.981	1	222.981	174.380	.000 ^a
	Residual	317.119	248	1.279		
	Total	540.100	249			

a. Predictors: (Constant), E_Advertising

b. Dependent Variable, BuyingPerceptionofDurable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.851	.155		5.510	.000
	E_Advertising	.679	.051	.643	13.205	.000

a. Dependent Variable: BuyingPerceptionofDurable

Results

This Regression model having e-advertising as independent variable and buying perception of durable brands as dependent variable

This model has good fit as indicated by F-test value which is 174.380 significant at 0.000 level of significance, the result of regression from the coefficient table indicates that e-advertising has strong relationship with buying perception of durable brands having beta value of .643 tested through t-test having t-value of 13.205 which is significant at 00.0% level of significance. The model summary table indicates that e-advertising has 41.30% effect on buying perception of durable brands since the r square value of table is .413 which means e-advertising has a greater impact on Buying Perception of durable brands.

Thus the hypothesis H₀ can't be accepted by the results.

Conclusion

Research may conclude that e-advertising has positive relationship on consumers buying attitudes towards durable brands in rural as well as urban market. After the statistical analysis research also discusses electronic advertising now days useful means for awareness about products and services among consumers. This study has resulted in the standardized and reliable measure to evaluate the consumer perception towards branded Durable. In present scenario it is necessary to understand the consumer perception before positioning the product in the market. In this study the consumer perception was the only variable. The results of the study show that there is no significant difference in Consumer Perception towards branded durable and advertising.

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