

Customers' Attitude Towards Advertisement in Goa: An Analytical Study

MRS. HAZEL RUTH COLACO*, FILIPE RODRIGUES E MELO** AND A K TIWARI***

Advertising is a form of communication and now it has become a pillar of popular culture. Advertising stands level with T.V., sports, movies, pop-music and print media. Even small children sing advertisement jingles before they start singing nursery rhymes. They learn the meaning of words and about new and unknown objects through advertisements. Among grown-ups, anyone who has not seen advertisements is a misfit in public. There are many theories about how advertisements influence the human mind. The role of the youth in family purchase decisions too has increased significantly, prompting the advertisers to shift their attention from women and children towards the youth. Youth are always abreast with the changing trends and advertisements irrespective of the media, introduces them to the same. This paper has attempted to determine the influence of advertisements on buying behaviour of youth and study the attitude of youth towards advertisements. For this study authors have taken a set of data collected in the state of Goa located on the west coast of India.

Key Words: Advertisement, youth, buying behavior etc

Introduction

Advertising has become a marketing force, which helps mass selling and distribution. In fact, advertising has become a business in itself. It is also the object of much criticism some justified, some not. It has been claimed that much advertising is false, deceptive and misleading and that it conceals information, which should be revealed and omits limitations. On the other hand, it enables the youth to evaluate and choose the best-offered range of products. It also provides useful information regarding products. Advertisements help them to make effective purchase decisions by influencing their buying behaviour.

R. Verghese (1988) conducted a study on the viewers

attitude towards social commercials; reasons for their liking or disliking certain social commercial, to find the age of viewers and duration of viewing hours and to analyse the impact of social commercials on viewers and their preferences for these commercials. Chhabra N. (1986) studied about "Toothpaste advertising and its impact on consumers" in the city of Mumbai. The objectives of the study were to find out which were the widely used soaps and toothpastes, how advertising promotes the attitudes of consumers and what the impact of advertising on consumption is.

The study conducted by Samant A. (1996) and Avery (1999) concludes that advertising influences consumers buying habits. Das A. (2004) examined "Influence of

*Head, Dept of Commerce, Fr. Agnel College of Arts and Commerce, Pilar Goa

**Reader, St. Xaviers College, Mapusa, Goa

***Faculty Member, IBS Dehradun

T.V. advertisements on housewives". The study aimed at finding the influence of T.V. advertisements on the buying behaviour of Fast Moving Consumer Goods (FMCG) by housewives as well as the influence of advertisements on the other family members.

Nowadays, advertisements are being made more attractive, musical and eye catching. One may draw consumer's attention towards a commodity by the use of a jingle phrase or a famous personality and make them aware of its uniqueness. Once the consumer is aware of the product, and then repetitive advertising may result in comprehension, conviction and action of buying the product.

Objective of the Study

1. To determine the influence of advertisements on buying behaviour of youth.
2. To study the attitude of youth towards advertisements.

Research Methodology

This study is compiled with the help of the primary data. The primary data was collected using the questionnaire method. A structured questionnaire with close-ended questions and a few open-ended questions was used to collect data from primary sources. This section deals the analysis and interpretation of results.

In this study authors have considered a set of data collected in the state of Goa located on the west coast of India. In the survey appropriate data were obtained from 341 youth who are pursuing Graduate degree courses, Post Graduate degree courses and working youth in the age group of 18 years to 30 years.

Analysis and Findings

Buying Behaviour:

Consumer buying behaviour involves, not just the purchase decision, but also the entire buying process.

Buying process starts with the recognition of need and goes beyond purchase decision to consider post-purchase reaction.

Table 1: Monthly Income of Youth

Monthly income (in Rs.)	Percentage
Less than Rs. 1000	57.8
Between Rs. 1000-Rs. 5000	25.8
Between Rs 5000-Rs. 10,000	12.6
Above Rs. 10,000	3.8
Total	100.0

Source: Primary data

As Table 1 suggests 57.8 percent of the youth received monthly income of less than Rs. 1,000. This group consisted of youth pursuing graduation and post graduation as they got pocket money from their parents. The monthly income of the working youth ranges between Rs. 1,000 to Rs. 10,000 and above.

Advertisements as an aid in decision-making:

The role of advertisements is to provide information to consumers and thus aid them in decision making for buying a product. (Table on next page)

Table 2 depicts how useful the respondents find advertisements during decision making for buying a product. It is observed that 44.87% of the respondents assume that sometimes watching advertisements helps them in buying a product. 22.58% of the respondents believe that quite often advertisement viewing aids them in decision making for buying a product.

Chi-square test of independence of watching advertisements frequency and aid in decision making for buying a product

Hypothesis: Decision making for buying a product is independent of watching frequency

Table 2: Impact of Advertisement on buying a Product

Advertisement viewing frequency	Aid in decision making for buying a product					Total (%)
	Always	Quite often	Sometimes	Rarely	Never	
Always	2.64	8.80	13.20	3.23	0.88	28.75
Sometimes	1.47	6.45	24.34	12.61	3.81	48.68
Often	1.17	7.33	7.33	4.69	2.05	22.57
Total	5.28	22.58	44.87	20.53	6.74	100.0

Source: Primary data

Calculated Chi-square (χ^2) =29.976

P-value=0.000

Degree of Freedom=8

concluded that there is a strong association between watching advertisements frequency and decision making for buying a product

Tabulated Value:

At 5% significance level= 15.507

At 10% significance level= 13.362

It can be concluded that advertisements do aid youth in decision making by providing some information about the product. Advertisements help the youth to compare various products before purchase and thus, save their time while shopping.

Inference : The calculated value is greater than the tabulated values; hence the hypothesis is rejected. It is

Table 3: Information observed in Advertisements

Particulars	Gender		Total
	Male	Female	
Price of the product	35	73	108
Useful or not	59	151	210
Components of the product	28	67	95
How to use the product	21	47	68
Any other	05	16	21

Source: Primary data

210 respondents said that they would look for details whether the product is useful or not in an advertisement, whereas 108 respondents look for details like the price of the product.95 respondents said that they look for details like what are the components of the product Only 68 respondents said that they look for details on how to use the product. Advertisements

should create awareness and influence the consumers by providing valuable suggestions to make their purchase decision.

Product categories chosen for experimental buying:

Table 4: Product Categories chosen for Experimental Buying

Product Categories	Place of residence		Gender	
	Rural	Urban	Male	Female
Eatables	73	95	34	134
Clothes	59	65	51	73
Electronic equipment	45	54	44	55
Beverages	36	53	30	59
Footwear	32	38	32	38
Toiletries	28	24	06	46
Stationery	38	41	22	57
Cosmetics	55	79	13	121
Jewellery	08	15	01	22

Table 4 illustrates various product categories, that youth experiment buying after seeing advertisements. It is seen that a majority of the youth buy eatables on trial basis. On comparing their place of residence, it is observed that youth in urban as well as rural areas prefer experimenting with eatables, cosmetics and clothes.

Comparison based on gender indicated that males prefer to experiment buying clothes and electronic equipments. Whereas, females prefer to buy cosmetics

and eatables on trial purchase. This may be due to the fact that these are daily consumption products, hence purchased at regular intervals.

Product purchased after seeing the advertisement

Table 5 depicts consumer's response for trial purchase of any one product after liking its advertisement. It also shows post-purchase response of consumers which results in either repeat purchase of the product or not buying it again.

Table 5: Product bought after seeing the Advertisement

Statement Responses	Place of Residence (%)		Gender (%)		Overall (%)
	Rural	Urban	Male	Female	
Product bought after liking ad					
Yes	35.48	44.58	23.75	56.30	80.06
No	9.97	9.97	7.33	12.62	19.94
Continued buying					
Yes	38.83	47.25	22.71	63.37	86.08
No	5.86	8.06	4.03	9.89	13.92
Given promised satisfaction					
Yes	36.63	43.22	22.71	57.14	79.85
No	8.42	11.73	6.23	13.92	20.15

Results of the study suggest that majority of the youth have bought at least one product after liking its advertisement (80.06%). Out of those 80.06% youth who purchased the product once, 86.08% continued buying it, whereas only 13.92% youth were dissatisfied and did not buy the product again. 79.85% of the youth experienced the kind of satisfaction promised by advertisements.

Findings suggest that, majority of the youth have bought at least one product after liking its advertisement and many continued buying the product after using it once. Advertisements build an image for the brand and develop consumer's liking and preference for the product. Through advertisements the youth develop a trust on a brand, which leads to the final purchase decision.

Role of Advertisements:

Table 6: Role of advertisements in Buying

Response	Percentage
Forces to buy the product	06.5
Plays dominant role in buying new product	30.5
Helps choice in purchase	63.0
Total	100

Source: Primary data

63% of the youth feel that advertisements helps choice in purchase, whereas 30.5% of the youth are of the opinion that advertisements play a dominant role in buying a new product and a negligible 6.5% youth feel that advertisements forces them to buy the product.

Table 7: Opinion about Role of Advertisements

Role of advertisement	Percentage
Great entertainment value	39.0
Great communicator	34.0
Effective educator	27.0
Total	100

Source: Primary data

From Table 7 it is evident that 39% of the youth feel that advertisements have great entertainment value, followed by 34% youth who perceive that advertisements play the role of a great communicator and 27% youth are of the opinion that advertisements are effective educators.

Table 8: Social Role of Advertisements

Statements	Responses (%)				
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Advertising results in better product	6.8	30.8	34.9	23.2	4.4
Advertising help to raise our standard of living	8.2	26.7	34.3	24.9	5.9
Advertisements promote good values in society	8.4	15.0	40.5	29.0	8.2

Source: Primary data

30.8% of the respondents agree to the statement that advertising results in better product and 26.7 % of the respondents are of the opinion that advertising raises our standard of living. 34.9% of the respondents are neutral to the statements that advertising results in better product and helps to raise our standard of living and 40.5% of the respondents are neutral to the statement that advertisements promote good values in society.

Thus we can conclude that advertising educates the people and helps in promoting good values in society for health, education, environment, recreation etc. Thus, improving the overall standard of living of the society.

An advertisement positively influences Views:

Table 9: Percentage Distribution of respondent's Place of Residence and opinion whether "Advertisements positively influences Views"

Place of Residence	Advertisements positively influences views				Total
	Yes	No	Partly	Don't know	
Rural	11.14	5.87	23.75	4.11	44.87
Urban	10.58	7.62	32.26	4.67	55.13
Total	21.72	13.49	56.01	8.78	100.0

Source: Primary data

Of the total respondents, 32.26% of the respondents residing in urban and 23.75% of respondents residing in rural areas feel that advertisement partly influence their views.

Chi-square test of independence of place of residence and response to the statement "Advertisements of today positively influence your views"

Hypothesis: Response to the statement "Advertisements of today positively influence your views" is independent of place of residence.

Calculated Chi-square (χ^2) = 1.800

P-value = 0.615

Degree of Freedom = 3

Tabulated Value:

At 5% significance level = 7.815

At 10% significance level = 6.251

Inference: The calculated value is less than the tabulated values; hence the hypothesis is accepted. It is concluded that, there is no association between responses to the statement "Advertisements of today positively influence your views" and place of residence. (Table on next page)

31.38% of the graduates feel that advertisements partly influences their views followed by 18.17% of the working youth feel that advertisements partly influences their views and 6.45% of the post graduates feel that advertisements partly influences their views.

Table 10: Percentage Distribution of respondent's Level of Education and opinion whether "Advertisements positively influences Views"

Level of education	Advertisements positively influences views				Total
	Yes	No	Partly	Don't know	
Graduate	12.32	8.50	31.38	3.52	55.72
Postgraduate	2.35	2.35	6.45	2.05	13.2
Working	7.04	2.64	18.17	3.23	31.08
Total	21.71	13.49	56.00	8.80	100.0

Source: Primary data

Chi-square test of independence of Level of Education and response to the statement "Advertisements of today positively influence your views"

Hypothesis: Response to the statement "Advertisements of today positively influence your views" is independent of the level of education.

Calculated Chi-square (χ^2) = 7.891

P-value = 0.246

Degree of Freedom = 6

Tabulated Value:

At 5% significance level = 12.592

At 10% significance level = 10.645

Inference: The calculated value is less than the tabulated values; hence the hypothesis is accepted. It is concluded that, there is no association between responses to the statement "Advertisements of today positively influence your views" and level of education.

Table 11: Percentage Distribution of respondent's Gender and opinion whether "Advertisements positively influences Views"

Gender	Advertisements positively influences views				Total
	Yes	No	Partly	Don't know	
Male	7.33	4.40	15.82	2.93	30.48
Female	14.38	9.09	40.18	5.87	69.52
Total	21.71	13.49	56.00	8.80	100.0

Source: Primary data

Table 11 indicates that 40.18 females and 15.82% males feel that advertisements of today partly influence their views.

Chi-square test of independence of gender and response to the statement "Advertisements of

today positively influence your views"

Hypothesis: Response to the statement "Advertisements of today positively influence your views" is independent of gender.

Calculated Chi-square (χ^2) = 1.034

P-value = 0.793

Degree of Freedom = 3

Tabulated Value:

At 5% significance level = 7.815

At 10% significance level = 6.251

Inference: The calculated value is less than the tabulated values; hence the hypothesis is accepted. It is concluded that, there is no association between the response to the statement "Advertisements of today positively influence your views" and gender.

Attitude towards advertising

Table 12: Attitude towards Advertisements

Statement	Percentage
Enjoy seeing advertisements in detail	29.0
Have a passing look at them	47.5
Neither enjoy nor hate	16.4
Avoid seeing	2.9
Hate to see advertisements	4.1
Total	100.0

Source: Primary data

Table 12 illustrates attitude of the youth towards advertisements. 29% youth said that they enjoy seeing advertisements. 47.5% youth felt that they like to have a passing look at advertisements, whereas 16.4% were indifferent, that is they neither enjoy nor hate seeing advertisements. Very few youth commented that they avoid or hate to see advertisements.

Rating of the Statements and their Evaluation

The questionnaire administered included a series of statements that respondents had to evaluate and give replies. The reactions of the respondents were likely to differ. In view of this, and in order to summarize these reactions in an orderly manner, the respondent's replies were classified according to the degree of agreement or disagreement on a 5-point scale. The grouping of replies was done as: -

A - Strongly Agree

B - Agree

C - Neutral

D - Disagree

E - Strongly disagree

Five statements mentioned for evaluation in the questionnaire were of two types: 4 out of 5 statements were favourable or positive towards advertising and remaining one statement was unfavorable. They are as follows:

1. Advertising helps to make better selection.
2. Advertisements claims on quality of products are accurate and justified
3. Advertised products are of better quality than non-advertised product.
4. New products have to be advertised.
5. Products, which do not sell, are advertised.

Responses to these positive and negative statements were tabulated using the following scheme.

Table 13: Scheme of scores for Positive and Negative Statements

Responses	Positive Statements Score	Negative Statements Score
Strongly Agree	+2	-2
Agree	+1	-1
Neutral	0	0
Disagree	-1	+1
Strongly Disagree	-2	+2

The detailed scores along with mean scores of each statement are presented in table 14.

Table 14: Rating and Evaluation of Statements

Statement No	Gender	Rating of statements					Mean Scores
		A	B	C	D	E	
1	Males	31	43	20	8	2	0.896226
	Females	30	106	82	16	3	0.607595
	Total	61	149	102	24	5	0.695015
2	Males	8	11	42	33	10	-0.25
	Females	15	35	102	69	16	-0.1519
	Total	23	46	144	102	26	-0.18782
3	Males	6	17	28	38	15	-0.375
	Females	13	39	64	83	38	-0.39662
	Total	19	56	92	121	53	-0.39003
4	Males	43	46	9	6	0	1.211538
	Females	87	131	17	2	0	1.278481
	Total	130	177	26	8	0	1.258065
5	Males	14	19	35	24	12	0.009615
	Females	25	47	81	64	20	0.029536
	Total	39	66	116	88	32	0.02346

Source: Primary data

Considering the mean scores, following conclusions can be drawn: -

1. There is no drastic difference between the mean scores of male and female Respondents.
2. The statements could be classified into different groups on the basis of responses
 - a. Positive or favourable statement towards which respondents strongly agree is:
 - i. New products have to be advertised.
 - b. Positive or favourable statements towards which respondents agree is: -
 - i Advertising helps to make better selection.
 - c. Positive or favourable statements towards which respondents are negative or disagree
 - i. Advertisements claims on quality of products are accurate and justified.
 - ii. Advertised products are of better quality than non-advertised product.
 - d. Negative or unfavourable statements towards which respondents agree is: -
 - i. Products, which do not sell, are advertised.

Therefore, it can be stated that all products are advertised, irrespective of their quality, marketability and product life cycle stage. The reason behind this can be attributed to the facts that advertisement:

- Build brand image for the product.
- Make the consumer aware of desirable qualities of the product and thus increases the market for the product.
- Introduce a new product to the consumers.
- Remind consumers of the existing product.

Conclusion

Buying Behaviour:

Advertisements as an aid to decision making

44.87% of the respondents feel that sometimes watching advertisements aids them in decision making for buying a product; whereas 22.58% of the respondents feel that quite often advertisement viewing aids them in decision making for buying a product. Inferences drawn from the chi-square test concluded that, there is a strong association between watching advertisements frequency and decision making for buying a product.

It can be concluded that advertisements do aid youth in decision making by providing some information about the product. Advertisements help the youth to compare various products before purchase and thus, save their time while shopping.

Product categories chosen for experimental buying: Majority of the youth buy eatables on trial basis. This is due to the fact that these are daily consumption products and so purchased at regular intervals. Most of the youth bought at least one product after seeing its advertisement and many continued buying the product after using it once.

Role of advertisements in buying decision

30.5% of the youth are of the opinion that advertisements play a dominant role in buying a new product.

39% of the youth feel that advertisements have great entertainment value; followed by 34% youth who perceive that advertisements play the role of a great communicator and 27% youth are of the opinion that advertisements are effective educators.

Attitude Towards Advertising:

29% youth said that they enjoy seeing advertisements. 47.5% youth felt that they like to have a passing look at advertisements, whereas 16.4% were indifferent, that is they neither enjoy nor hate seeing advertisements.

83.6% of the youth felt that advertisements are interesting and informative and that they are forced to watch advertisements as they are shown between the programmes.

Respondents strongly agree that new products have to be advertised with mean score of 1.258065.

Respondents agree that advertising helps better selection with mean score of 0.695015

Respondents disagree with the statement that advertisements claims on quality of products are accurate and justified (-0.18782) and advertised products are of better quality than non-advertised products (-0.39003)

As far as the negative statement is concerned, the respondents agree that products which do not sell are advertised with mean score of (0.02346)

References

- Avery, T. K. "Influence of Advertisements on Adolescent", the Academy of Marketing Science, Fall, 1999, 12(4) pp. 25-39
- Chhabra, N., "Impact of Advertising on Consumption" Dissertation, Department of P.G. Studies & Research in Home Science, S.N.D.T. University, 1986.
- Das, A, "Influence of Television Advertisements on Housewives" Dissertation, Department of P.G. Studies & Research in Home Science, S.N.D.T. University, Mumbai. 2004.
- Samant, A., "Advertisements and Buying Habits", Keemat, January, 25(1) 1996: pp.13-14.
- Verghese, R., "A Critical Appraisal of Television Commercials on Social Education" M.Sc. (Home Science) Thesis, S.N.D.T. University, 1988.