

## **Impact Of Advertisement And Sales Promotional Activities On Consumer Durable Goods – An Analytical Study**

<sup>1</sup>*Ms. S.Banupriya*, <sup>2</sup>*Ms.R.Karthika*,

<sup>1</sup>Assistant Professor, Department of commerce, Sri Sarada Niketan College of Science for Women, Karur.

<sup>2</sup>Assistant Professor, Department of Commerce, Sri Sarada Niketan College of Science for Women, Karur.,

### **ABSTRACT**

*In recent years, manufacturers of consumer and industrial goods as well as service firms have been increasingly thinking in global terms and paying more attention to sales promotion in their overall promotional programmes and strategies. The purpose of this paper is to investigate the consumer sales promotion practices of consumer goods in Karur town. It was discovered that sales promotion activities are gaining importance in overall promotional practices though there are differences in its use by type of industry, size of company, area of business and locus of decision-making within the firm. Furthermore, differences were detected between companies using sales promotions versus other forms of promotional techniques such as mass media advertising, personal selling and publicity. Advertising is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and economic topic in Indian society.*

**Key words:** Advertising, Sales Promotion, Personal Selling, Publicity, consumer and industrial goods.

### **Introduction**

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "**ad**" or advert for short. Advertising is an indicator of the growth of civilization and a pointer of attempts at its betterment and perfection. It is a part of our social, cultural and business environment. Advertising not only mirrors this environment but it also affects and gets affected by our lifestyle. In today's environment, not only are advertisers closely examined by the target audiences for whom the advertisements are meant, but also by society in general. Advertisement is considered to be very costly but with its reach, it gives the returns to the employer in a very short span of time.

Sales Promotion is one of the elements of the promotional mix. (The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations). Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts (“on sale items”) and bonus packs (“bulk items”). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumers to buy their products.

Durable goods are a category of consumer products that do not need to be purchased frequently because they are made to last for a long time (usually lasting for three years or more). They are also called consumer durables or durables. Consumer goods are many times separated into two categories: durables and non-durables. Durables have an extended product life and are not typically worn out or consumed quickly when you use them. Since they're made to last, durable goods are often times more expensive than non-durable goods that have to be purchased repeatedly over a short period of time.

## **REVIEW OF LITERTURE**

**Harish R (2007)**, depicted that consumer durable markets in India is highly depending upon various organised and unorganized retailers. Hence, marketer should develop systematic push strategy along with product development, product innovation, which converts into brand loyalty through better customer relationship management. An attempt of creating win-win situation for retailer and marketer, should be created for long term survival in the present cut-throat competition market of consumer durables.

**Hundal B S. (2001)** attempted to study the rural buying behavior in Ludhiana, Jalandhar and Amritsar districts of the Punjab region. The main objectives of the study were to assess the general attitude of rural consumers for consumer durables; to find out the durable brand ownership of rural consumers; to examine factors considered by them in making product brand choice; to investigate the role of family members, different groups and media in influencing purchase decision of rural consumer.

**Jeyakumar S. (2010)**, examining the consumer durable market in the rural India revealing that availability of financing scheme, rise in the share of organised retail, innovative advertising and appropriate brand promotion and availability of new variants makes durable market boom in the rural India.

## **.OBJECTIVES OF THE STUDY**

1. To study the impact of advertising and sales promotion activities carried out by the manufactures of durable goods.
2. To find out responses of customers towards the advertising and sales promotional activities of durable goods.
3. To know the sources of awareness of durable goods.

## **METHODOLOGY**

The study is based on both primary and secondary data. The primary data were collected through interview schedule. The secondary data has been collected from the books and magazines related to consumer behavior. The primary data collected were analyzed with the help of statistical tools and interpretations are drawn.

**Data analysis and interpretation**

**TABLE - 01**  
**Gender wise Classification**

<b>Gender</b>	<b>No. of respondents</b>	<b>Percentage</b>
Male	25	50
Female	25	50
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

Table 4.01 shows the gender of the respondents. Out of the total respondents 50 per cent are male and other 50 per cent are female. From this it is inferred that both male and female have interest to purchase the durable goods.

**TABLE- 02**  
**AGE OF THE RESPONDENTS**

<b>Age</b>	<b>No. of Respondents</b>	<b>Percentage</b>
18-25	30	60
26-40	15	30
41-50	5	10
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

From this table it is derived that the respondents whose age is 18-25 are much interested in the procurement of durable goods

**TABLE - 03**  
**MARITAL STATUS**

<b>Marital Status</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Married	16	32
Unmarried	34	68
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

The table exhibits that 68 per cent of the respondents are unmarried and 32 per cent of the respondents are married. Majority 68 per cent of the respondents are unmarried. From

this it is inferred that mostly unmarried people mainly come to the shop to buy the durable goods.

**TABLE - 04**  
**EDUCATIONAL QUALIFICATION**

<b>Educational Qualification</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Illiterate	1	2
School	11	22
Graduate	11	22
Post Graduate	27	57
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is inferred that 57 per cent of the respondents are post graduate level, 22 per cent of the respondents are graduate, 33 per cent of the respondents are school level and 2 per cent of the respondents are illiterate. It is found that 57 per cent of the respondents educational qualification are post graduate. It denotes that the post graduate respondents are the main purchaser of durable goods.

**TABLE-4.05**  
**OCCUPATION OF THE RESPONDENTS.**

<b>Occupation</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Govt. Employee	4	8
Private Employee	26	52
Business	16	32
Professional	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is clearly shows that 52 per cent of the respondents are private employees, 32 per cent of the respondents are business people, 8 per cent of the respondents are government employees and 8 per cent of the respondents are professionals. Majority 52 per cent of the respondents are private employees.

**TABLE-4.06****INCOME LEVEL OF THE RESPONDENTS**

<b>Income Level</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Rs.5000-15000	29	58
Rs.15000-25000	15	30
Rs.25000-30000	3	6
Rs.35000 and above	3	6
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is shown from the table that 58 per cent of the respondents fall in the income group of Rs. 5000-Rs.15000, 30 per cent of the respondent income is between Rs. 15000-Rs. 25000, 6 per cent of the respondent income is between Rs. 25000-Rs. 30000, and 6 per cent of the respondents income is between Rs. 35000 and above. It is found that 58 per cent of the respondents, income is falls between Rs. 5000-Rs. 15000

**TABLE-4.07****FAMILY SIZE OF THE RESPONDENTS**

<b>Family Size</b>	<b>No. of Respondents</b>	<b>Percentage</b>
2	2	4
3	15	30
4	22	44
5 and above	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It clearly shows that 44 per cent of the respondents family size is 4 members, 30 per cent of the respondents family size is 3 members, 22 per cent of the respondents family size is 5 and above, and 4 per cent of the respondents family size is 2 members. It is found that 44 per cent of the respondents family size is 4 members.

**TABLE-4.08****TABLE SHOWING THE AWARENESS OF RESPONDENTS  
REGARDING DURABLE GOODS.**

<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Yes	38	76
No	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

The above tables shows that 76 per cent of the respondents are aware of durable goods, and 24 per cent of the respondents are not aware of durable goods.

Majority of the respondents I.e 76 per cent are aware of durable goods.

**TABLE-4.09****TABLE SHOWING HOW FOR THE DURABLE GOODS ARE  
KNOWN TO THE CUSTOMERS.**

<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Advertisement	29	58
Salesmanship	7	14
Friends	6	12
Relatives	4	8
Others	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is inferred that 58 per cent of the respondents are known about the durable goods through advertisement, 14 per cent of the respondent know from the salesmanship, 12 per cent of the respondents know about durable goods know from the friends, 8 per cent of the respondents know from through the relatives, 8 per cent of the respondents know from through the others.

Majority 58 per cent of the respondents know about the durable goods through advertisement.

**TABLE – 4.10****TABLE SHOWING THE ADVERTISEMENTS EFFECTS TO  
PERSUADE THE CONSUMER DURABLE GOODS**

<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Excellent	5	10
Very good	20	40
Good	22	44
Fair	2	4
Poor	1	2
Very poor	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

44 Per cent of the respondents opinion about advertisement are good, 40 per cent of the respondents opinion about advertisement are very good, 10 per cent of the respondents opinion about advertisement is excellent, 4 per cent of the respondents opinion about advertisement are fair, 2 per cent of the respondents are opinion about advertisement are poor.

Majority 44 per cent of the respondents opinion about advertisement are good.

**TABLE – 4.11****TABLE SHOWING THE SALES PROMOTIONAL EFFECTS TO  
PERSUADE THE CONSUMER DURABLE GOODS**

<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Excellent	15	30
Very good	9	18
Good	20	40
Fair	4	8
Poor	2	4
Very poor	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

40 per cent of the respondents opinion about sales promotional are good, 30 per cent of the respondents opinion about sales promotional are excellent, 18 per cent of the respondents opinion about sales promotional are very good, 8 per cent of the respondents opinion about sales promotional are fair, 4 per cent of the respondents opinion about sales promotional are poor.

Majority 40 per cent of the respondents opinion about sales promotional are goods.

**TABLE – 4.12**

**TABLE SHOWING THE EFFECTIVE METHOD OF  
ADVERTISEMENT**

<b>Media</b>	<b>No. of Respondents</b>	<b>Percentage</b>
TV	34	67
Radio	9	18
Newspaper	7	14
Magazine	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is inferred that 67 per cent of the respondents said among various methods is the advertisements in TV, 18 per cent of the respondents effective methods of advertisements is radio, 14 per cent of the respondents said effective methods of advertisements is newspaper.

Majority 67 per cent of the respondents said among various methods the effective method is advertisement.

**TABLE – 4.13**

**TABLE SHOWING THE EFFECTIVE METHOD OF SALES  
PROMOTIONAL ACTIVITIES**

<b>Sales promotional activities</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Newspaper	21	42
Notice	17	34
Flux	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is inferred that 42 per cent of the respondents are effective methods of sales promotional activities in newspaper, 34 per cent of the respondents are effective methods of sales promotional in notice, 24 per cent of the respondents are effective methods of sales promotional activities in flux.

Majority 42 per cent of the respondents are effective methods of sales promotional activities in newspaper.

**TABLE – 4.14**

**TABLE SHOWING THE INFORMATIONS LEARNED BY RESPONDENTS THROUGH ADVERTISEMENT**

<b>Factors</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Price	21	42
Quality	17	34
Technical know now	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

It is clearly given in the table number 4.14 that what are the informations be learned by respondents through advertisements. 42 per cent of the respondents come to know about the price of durable goods. 34 per cent of the respondents get an idea of the quality of the durable goods. 24 per cent of the respondents learn about the technical-know-how of durable goods.

It is inferred from this table advertisement is very much supportable to study the informations like price, quality and technical-know-how.

**TABLE - 4.15**

**TABLE SHOWING THAT WHICH TYPE OF PRODUCTS IN DURABLE GOODS HAS GIVEN MORE IMPORTANCE IN ADVERTISEMENT**

<b>Type of products</b>	<b>No. of Respondents</b>	<b>Percentage</b>
TV	23	46
Refrigerator	13	26
Washing Machine	7	14
Induction Stove	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

The above table said that 46 per cent of the respondents importance are tv, 26 per cent of the respondents importance are refrigerator, 14 per cent of the respondents importance are washing machine, and 14 per cent of the respondents importance are induction stove

Majority 46per cent of the respondents importance are TV.

**TABLE – 4. 16**

**TABLE SHOWING THE QUALITY OF ADVERTISEMENTS NOW- A – DAYS IN THE DURABLE GOODS**

<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
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Agree	4	8
Strongly agree	11	22
Disagree	35	70
<b>Total</b>	<b>50</b>	<b>100</b>

Source : Primary data

It is inferred that 70 per cent of the respondents are disagree in the advertisement. 22 per cent of the respondents are strongly agree the advertisement, and 8 per cent of the respondents support the advertisement.

Majority 70 per cent of the respondents are disagree about the quality of advertisement.

**TABLE-4.17  
OBSERVED FREQUENCY**

Opinion	Gender		Total
	Male	Female	
Yes	17	21	38
No	8	4	12
<b>Total</b>	<b>25</b>	<b>25</b>	<b>50</b>

**CHI SQUARE TEST  
TABLE SHOWING GENDER VS OPINION OF  
REGARDING DURABLE GOODS**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
36	114	-76	5776	2888
76	57	19	361	180.5
12	36	-24	576	288
24	18	6	36	18
				3374.5

**Hypothesis**

Let us assume that there is no relationship between the gender and opinion of regarding durable goods.

Test Used	Degree of freedom	Level of Significant	Table Value	Calculated value	Result
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Chi square test	2	5%	3.84	3.37	Accepted
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**RESULT OF CHI-SQUARE TEST**

The calculated value is less than table value at 5% level of significance. Hence the hypothesis is accepted. So there is no significant relationship between gender and opinion of regarding durable goods awareness respondents.

**FINDINGS**

- It is derived that the respondents whose age is 18-25 are much interested in the procurement of durable goods
- It is inferred that mostly unmarried people mainly come to the shop to buy the durable goods
- It denotes that the 57 per cent of post graduate respondents are the main purchase of durable goods.
- Majority 52 per cent of the respondents are private employees.
- It is found that 58 per cent of the respondents, income falls between 5000- 15000.
- It is found that 44 per cent of the respondents family size is 4 members.
- Majority of the respondents i.e 76 per cent are aware of durable goods.
- Majority 58 per cent of the respondents know about the durable goods through advertisements.
- Majority 44 per cent of the respondents opinion about advertisement are good.
- It is found that 40 per cent of the respondents opinion about sales promotional are good.
- It is found that 67 per cent of the respondents said among various methods the effective method of advertisements.
- Majority 42 per cent of the respondents are effective methods of sales promotional activities in newspaper,
- Majority 42 per cent of the respondents is very much supportable study the information like, price, quality, and technical know how
- Majority 46 per cent of the respondents importance are tv.
- Majority 70 per cent of the respondents are disagree about the quality of advertisement.

**SUGGESTIONS**

- The public should be well educated about the ill effects of advertisement and sales promotion then only can understand whether falls information's are given or not.
- In most of the advertisement the maximum retail price is not shown so the public are not aware of the price at which they have to purchase the durable goods. It is better the affordable price of the durable goods should be shown.

- The middle class income group normally buy the durable goods at credit. So credit facility should be arranged by the concerned agency.
- The government should type steps to control advertisement and sales promotional activities and which the statement given is true or not.
- Sales promotional activities should be designed in such a way it should persuade the consumers positively.
- The advertisement and sales promotional activities should be in such a way the customer should know about the product and its uses, price, quality, technical-know-how etc.

## **CONCLUSIONS**

Consumers goods are final goods are brought from retail stores to satisfy the needs and wants of human being, the consumer goods come in wide variety of product range. Advertising is a complex and varied. It has many dimensions . advertisers try to reach to many different types of audiences. Thus it has many kinds. The sales promotion defines as “ media and non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial , increase consumer demand, or improve product quality, “this study depends upon the effects of advertisement and sales promotion and their effects on developing the sale of durable goods. It is concluded that advertisement has more effect than sales promotional activities in persuading the consumers and developing the quantity of sales of durable goods.

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