

INFLUENCE OF ADVERTISEMENT ON TEXTILE PURCHASE

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Abstract

About three fourth of the respondents under the study opined that advertisement is necessary for the textile products as it enables the consumer to make right choice for the final purchase. They opined that beforehand knowledge about quality, texture, new arrivals in the market, specific characteristic of the product, price etc act as a stimulant for a favourable purchase decision. Consumers opined that they are influenced by the advertisement while purchasing the textiles and it also results in increased price. Celebrity advertisement could not persuade the textile consumers to a greater extent. Television is found to be the best medium for textile advertisement.

Key Words: Advertisement, Textile, Consumer, Celebrity Advertisement.

1. Introduction

The objective of advertising is to provide information to the world at large. Now-a-days advertising has become an established means of communication between the sellers and the buyers. From the seller point of view, advertising is the most potent promotional device that is indispensable for products like textiles which is usually viewed as a necessity. More specifically today's competitive market make advertising is an important part of modern business.

2. Objectives of the Study

1. To study the consumers view on essentiality of textile products advertisement.
2. To study the role of advertisement in the present day context.
3. To study the influence of celebrity advertisement on textile consumers.
4. To find out the effective media for textile advertisement.

3. Methodology

3.1 Sample Size: Primary data is collected through questionnaires distributed to 250 urban household respondents from Berhampur and Rourkela city of Odisha. The entire questionnaire received was screened for errors, incomplete and missing responses.

3.2 Sampling Method: Purposive sampling method is used for collecting information with the help of questionnaires.

4. Analysis and Interpretation

Age, sex, income are the three control factors on the basis of which, summary tables have been prepared. On the basis of age, the respondents were divided into young age group (below 30 years), middle age group (between 30 to 40 years) and old age group (above 40 years). Out of an aggregate sample of 250, 74 per cent of the respondents are male and the rest 26 per cent are female. On the basis of income, respondents have been divided into low income group (I_3), middle income group (I_2) and high income group (I_1).

Table 1: Essentiality of Advertising

Category	Numbers	Percentage
I_3	59	77.64
I_2	92	69.69
I_1	33	78.57
Total	184	73.60

$$X^2 \text{ d.f. } 2.0.05 = 2.075 \text{ NS}$$

As can be seen from the aforesaid table, majority of all the income categories of the sample under the study (ranging in between 69.69 per cent and 78.57 per cent) opined that advertisement is necessary for textile products. Those who were explicit regarding the essentiality of advertising offered certain plausible arguments. They include the necessity of informing the customers about quality, texture, new designs released in the market, specific characteristics of the products and also prices so as to make the consumer aware of the broad features of the product. They opined that such a beforehand knowledge acts as a stimulant for a favorable purchase decision.

Advertisement Influences Purchase

In promoting the sales of any product, the role of advertising in the present day context can hardly be overemphasized. As a matter of fact, hardly there can be any product, which is sold in the market without advertising. Various media of advertising are adopted by the marketers for influencing buyer of textiles. In view of the same, the respondents have been asked to express the kind of influence that advertising have on them. The responses of the sample are tabulated in Table 2.

Table 2: Advertisement Influences Purchase

Opinion	I ₃	I ₂	I ₁	Total
Yes	50 (65.78)	76 (57.57)	28 (66.66)	154 (61.60)
No	26 (34.22)	56 (42.43)	14 (33.34)	96 (38.40)
Total	76	132	42	250

X^2 d.f.2.0.05 = 1.705 NS

Figures in Parentheses indicate percentages.

As can be seen from the table, approximately 62 per cent of the sample expressed that they purchased more textile goods chiefly influenced by the advertising of the textiles in different media. A little more than 38 per cent of the sample however, felt otherwise. A peep-deep in the matter discerns that out of the three income segments, I₁ income group are mostly influenced to the tune of 66.66 per cent closely followed by I₃ income group accounting for 65.78 per cent and I₂ income group (57.57 per cent). These variations in the opinions of different income groups are not significant as the chi-square test is applied to the responses. In general it can be inferred that consumers are influenced by the advertisement while purchasing the textiles whereas there is no dependence between income level of the respondents and influence of advertising on them.

Advertisement Results in Increased Price

There is a general feeling that advertising expenses incurred by companies are passed on generally to the consumers which ultimately results in increased prices. The respondents were asked to express their views whether they subscribe to this widely held view or otherwise. Such responses have been tabulated in Table 3. About 82 per cent of sample individuals subscribe to this opinion. Among the I₁ income groups such a contention is found with 93 per cent while for the I₂ income group it is lowest with 75 per cent. As the calculated chi-square value at 5 per cent level of significance is observed to be higher than corresponding tabulated value, it can be inferred that opinion on increase price by the advertisement varies significantly with the change in the income level of the sample respondents.

Table 3: Advertisement Results in Increased Price

Opinion	I ₃	I ₂	I ₁	Total
Yes	68 (89.47)	98 (74.25)	39 (92.85)	205 (82.00)
No	08 (10.53)	34 (25.75)	03 (7.15)	45 (18.00)
Total	76	132	42	250

X^2 d.f.2.0.05 = 9.345 Significant.

Figures in Parentheses indicate percentages.

Influence of Celebrity Advertisement

Generally, celebrity advertising has become the order of the day. On the other hand, the sample individuals are of the opinion that the popular personalities of cinema, sports and other areas who are put up as a part of the advertisement campaign are not very much influential on the textile purchase behavior of the consumers. Accordingly, the responses were tabulated in Table 4. Only 37 per cent of them expressed that they are influenced by such models endorsing various textile items while making purchases. However, out of the three income strata, I₁ income groups are more; influenced to the tune of 48 per cent whereas I₂ and I₃ income groups account for 39 and 28 per cent, respectively. But the difference of influence by the celebrity advertisement is not significant among the three different income groups as is observed through the chi-square test applied to the responses of the sample.

Table 4: Influence of Celebrity Advertisement

Opinion	I ₃	I ₂	I ₁	Total
Yes	21 (27.64)	51 (38.64)	20 (47.62)	92 (36.80)
No	55 (72.36)	81 (61.36)	22 (52.38)	158 (63.20)
Total	76	132	42	250

X^2 d.f.2.0.05 = 5.493 NS

Figures in Parentheses indicate percentages.

Best Medium for Textile Advertising

Under normal conditions, consumers are exposed to a number of media of advertising. However, each consumer has distinct choice and preference regarding the effectiveness of a particular medium. In view of the same, respondents were further asked to specify the medium, which they consider the most effective or the ;best medium for textile advertisements. Tabulation of the responses (Table 5) discerns that the three main media of advertisement are television, newspaper, journals and magazines or print media and the hoarding and posters. Television is found to be the most important media for textile advertisement. In general, television is considered as the most effective medium of advertising by an overwhelming majority of the sample (77.6 per cent, to be precise). Print media is considered as the most effective medium only by a small segment of the sample. Hoardings and posters are considered effective by 9.2 per cent of the respondents. Exhibition, door-to-door campaign seems to have very little bearing on the respondents as communication medium.

Table 5: Effective Medium for Textile Advertising

Media	I ₃	I ₂	I ₁	Total	Percentage
Television	61	99	34	194	77.6
Print Media*	11	13	03	27	10.8
Hoarding/Posters	01	18	04	23	9.2
Exhibitions	02	0	0	02	0.8
No advertisement	01	0	01	02	0.8
Door to door Campaign	0	02	0	02	0.8
Radio	0	0	0	0	0.0
Total	76	132	42	250	100.00

*Print media includes Newspapers and magazines.

Respondents gave first rank to television. It may be due to the reason that, television is the fastest and latest growing medium because of its potential for communicating action, color and demonstration better than any other mass media. Print media occupy a distant second place as the most effective medium even though a majority of the sample is highly educated and urban-based.

Conclusion

It is inferred from the study that about three fourth of the respondents expressed advertisement is necessary for the textile products. Such an expression broadly conforms the traditional advertising objective of providing information to the world at large. About 3/5th of the sample expressed that advertisement persuaded them to a significant extent as a result of which they purchased more of the textile goods which would have been avoided in the absence of advertisement. Thus, it is crystal clear from the expression of the respondents that advertisement necessarily persuades to buy goods and services and influences significantly the buying decision in favour of products and services. Television is rated highest in the consumers acceptability ladder as the most effective medium for textile advertisements. It may be due to its potential for communicating action, colour and demonstration better than any other mass media.

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