



A STUDY ON INFLUENCE OF ADVERTISING ON BRAND AWARENESS AND CONSUMER'S PREFERENCE TOWARDS KALYAN JEWELLERS SHOWROOM (COIMBATORE)

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ABSTRACT

Advertising is a marketing communication that employees 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 product or service. Advertising is differentiated from public relations in that an advertiser phase 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 Medias, including traditional media such as newspaper, magazines, television, radio, outdoor advertising, or direct mail, and new media such as search results, blogs, social media, websites and text messages. The actual presentation of the message in a medium is referred to as an advertisement, or “ad” or advert for short.

Commercial advertisement often seeks to generate increased consumptions of their products or services through “branding”, which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful.

INTRODUCTION

Modern advertising organized with the techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of EDWARD BERNAYS, considered the founder of modern, “Madison’s avenue” advertising.

Worldwide spending on advertising in 2015 amounted to an estimated US\$529.43billion. Advertising projected of distribution for 2017 was 40.4% on television, 33.3%on digital, 9% on newspapers, 6.9%on magazines, 5.8% outdoors and 4.3% on radios. Internationally, the largest (“BIG FIVE”) advertising agency groups are dents; inter public, Omnicom, Publics, and WPP.

It won’t be wrong to say “world is under brand bombardment”. A physical product is only a part of a production. It cannot before the potential buyers. Advertising is considered as a major and important for economic growth of the marketer’s products without which the process of BRANDING is impossible. Branding is crucial aims of advertising which a particular brand of product or service earn loyalty from the consumers. Consumer preference is actually an emotional reaction which is developed after the advertising. Advertising plays a major role in developing and sustaining brand equity.



STATEMENT OF THE PROBLEM

Competition is very common among the today's marketplace. Marketing is based on selling the brand which can be differentiated and nowadays consumer celebrities as their hero's and role models. The people place their extreme trust in the words of celebrities more than the marketers. Each and every product are needed to have its own advertisement to distinguish themselves from the competitors because advertisement is considered to be a crucial tool in building a brand image of product or service

SCOPE OF THE STUDY

This study is taken to analyze the effect of attractive advertisement with various region film industry celebrities in increasing the consumer preference of products and creating strong brand image and loyalty towards Kalyan jewelers. The study also focuses the consumers' change of taste and preference after getting attracted to advertisements and promise of their well-known actors and actresses.

OBJECTIVES OF THE STUDY

- To study the impact of advertising on brand awareness.
- To study the impact of other factors in brand preference of jeweler's showrooms.
- To study relationships between brand awareness and its impact on consumer preference.
- To analyze the role of advertising in building strong loyalty of consumers towards the branding.

RESEARCH DESIGN

Research design is a set of methods and procedures used in collecting and analyzing the measures of variables specified in research problem.

REVIEW OF LITERATURE

Sanjula (2017)¹ found out in her study that women are becoming aware of the branded jewellery and they believe that it products for various exploitations. Now a day's women are giving preference to branded jewellery.

K Prabha kumari and M Anita (2016)² in their study "A study on consumer preferences towards world jewellery shop in erode city" reveals that the spending power of the consumer may diverge from one to one another based and demographic

The study type used for the study and analysis is the descriptive methods of study. A study aimed o find out the influences of advertising in building brand image and effecting the consumers buying behaviors of gold and other ornament jewelries.

SAMPLING METHOD

A convenient sampling technique tool was adopted for data collection.

DATA COLLECTION

Both primary and secondary data are to be collected for the study. Primary data will be collected from the respondents using structured questionnaires. Secondary will be text book, WebPages, articles, journals, magazines etc.,

SAMPLE SIZE

The study consists of 120 respondents chosen from Coimbatore city.

AREA OF STUDY

The city of Coimbatore is selected for location of a study.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Ranking analysis
- Liker scale analysis

LIMITATION

- The study is only carried out only in Coimbatore city.
- The sample size taken for the study is limited only to 120 respondents.
- Findings of the study or purely depending on response of the respondents .

physiological factors in the order to generate buying behaviour the shoppers have to offer schemes as per the spending power of the consumers.

Priyanka Gautam and Urmila Thakur (2015)³ , in the study, " A study on consumer preferences among branded and non branded jewellery " , reveals that brand image is a significance factor which influences the consumers buying behaviours, so jewellers should maintain their good image in market. Also the level of contentment that the population has for branded jewellery superior then the non branded jewellery so making branded jewellery is more popular.

**ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS**

The data gathered for the study is also presented in terms of percentage. The percentages are calculated to the total of the subject. The processed data was analyzed and interpreted in the chapter analysis and interpretation.

**FORMULA:
PERCENTAGE=**

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

What makes Kalyan jewelers unique from other jewellers

S. No	Factors	No of respondents	Percentage
1	Best quality	46	38.3%
2	Attractive advertisement	30	25.0%
3	Assurance from celebrities	15	12.5%
4	Attractive designs	17	14.2%
5	Brand image	12	10.0%
	Total	120	100%

INTERPRETATION

The above table indicates that 38.3% of respondents says that the kalyan jewelers are best in quality, 25.0% of respondents are chooses kalyan jewellery for attractive advetisments, 12.5% of the respondents chooses the kalyan jewelers for attractive assurance from celebrities, 14.2% of the respondents chooses kalyan jewelers for attractive designs and 10.0% of the respondents chooses kalyan jewelry for brand image.

Most of the respondents prefer kalyan jewelers for best quality (38.3%).

Table shows that how frequently do the customers purchase the jewel

S. No	Factor	No of respondents	Percentage
1	Once in a month	16	40.8%
2	Once in every 6 month	13	35%
3	Once in a year	42	10.8%
4	Less often	49	13.3%
	TOTAL	120	100%

INTERPRETATION

The above table shows that 40.8% of the respondents buy the jewel once in the month, 35% of the respondents buy the jewel once in every 6 month, 10.8% of the respondents buy the jewel once in a year and 13.3% of the respondents buy the jewel less often.

Most of the respondents purchase the jewel once in the month (40.8%).

LIKERT SCALE ANALYSIS

Likert scale are a common ratings format for surveys. Respondents rank quality from high to low are best to worst using five or seven levels. Likert items are used to measure respondents attitudes to a particular question or statement. Ordered in hierarchical sequence from strongly positive. Used mainly in behavioural science, in likert's method a person's attitude is measured by combining (adding or averaging) their responses all items.

FORMULA:

$$\text{Likert scale} = \frac{\sum(fx)}{\text{Total number of respondents}}$$

While ,

f =Number of respondents

x =Likert scale value

E(fx) =Total score

**Mid value**

Mid value indicates the middle most value of likert scale.

$$\begin{aligned} \text{Likert scale: } & \sum (fx) / \text{total number of respondents} \\ & = 463 / 120 \\ & = 3.8 \end{aligned}$$

s.no	Particulars	No. of respondents	Likert scale	Total score
1	Strongly agree	22	5	110
2	Agree	66	4	264
3	Neutral	27	3	81
4	Disagree	3	2	6
5	Strongly disagree	2	1	2
	TOTAL	120		463

INTERPRETATION

From the above table, the design and quality of jewels is capable in attracting the customers shows in the likert scale value is 3.8 which is greater than the mid value (3)

Hence, the customers agree with the design and quality of jewels.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS FOR PERCENTAGE ANALYSIS:**

- Majority (60.8%) of the respondents are female.
- Majority (59.3%) of the respondents belongs to the age category of 20-35 years.
- Majority (80.8%) of the respondents are unmarried.
- Majority (63.3%) of the respondents belongs to the nuclear family.
- Majority (79.2%) of the respondent's family consists of 3-5 members.
- Majority (53.3%) of the customers are from urban areas.
- Majority (60%) of the respondents are students.
- Majority (74.2%) of the respondents gets monthly income below Rs.25000.
- Majority (75%) of the respondents are came to know by advertisements.
- Majority (38.3%) of the respondents prefer kalyan jewelers for best quality.
- Majority (59.3%) of the respondents are not operating the business outside the country.
- Majority (58.3%) of the respondents agrees that advertisement is crucial in increasing the sales.
- Majority (59.2%) of the respondents strongly agree that advertising using celebrities is vital in enhancing the brand image of the organization.
- Majority (40.8%) of the respondents purchase the jewel once in the month.

FINDINGS FOR LIKERT SCALE ANALYSIS:

- Hence the customers agree that the design and quality of jewels is capable for attracting.

- Hence the customers agree that besides quality advertisement is crucial in increasing sales.
- Hence the customers agree advertisement using celebrities enhance the brand image.

SUGGESTIONS

- Females are the dominant consumers of jewel industry. So the kalyan jewellers must concentrate further more in a way of attracting and satisfying the taste and preference of the ladies.
- The study suggested that the consumers gets awareness through advertisement so, the advertisement has to be modulated according to the preference of the consumers.
- Most of the respondents prefer gold, so kalyan should avail more designs in gold jeweler.
- Kalyan jewelers can bring more offers and schemes for the customers.

CONCLUSION

Celebrity advertising helps in enhancing the brand loyalty and sales of the product or organisation. Today the choices and tastes of the civilians have become wide and large. An efficiency of the jewellery showrooms is proved only it has the capability to attract the customers and satisfy their demand. Kalyan jewelers has its own brand name in the market with excellent advertising and producing the quality products.

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