



A STUDY ON THE IMPACT OF ADVERTISING ON CONSUMER PURCHASING DECISION TOWARDS WOW PRODUCTS

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(DRNGPASC 2020-21 COM114)

ABSTRACT

This paper is analysis the impact of Advertising on Consumer Purchasing Decision towards Wow Products. In the current world advertising plays an effective role in promotion of goods and services. Advertising serves as a key tool to in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Increasingly products need to be “cool”, “wow”, fun, rather than merely being ‘functional’ in order to appeal to consumers. Product useful product function, but also in how to create an appealing experience. Innovation then turns into not only working out how to apply technologies realize some us.

KEY WORDS: Consumer Purchase Decision, Impact

INTRODUCTION

Advertising plays a vital role in shaping dreams and helping customers in taking conscious product and brand decisions. Through advertisement the impact can reach a wider audience, and the main motive of advertising is to inform/ persuade / convince / remind the customers about the product/services. Advertising among competing brands has seen to be rapidly increasing and has made consumers more knowledgeable about several products and services in the market. Advertising has evolved from the local stage to an international level. Now corporations are looking outside their own country for new customers.

STATEMENT OF THE PROBLEM

The study aims to measure cosmetics buying behaviour level of the customers regarding online shopping in Coimbatore. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the consumers in Coimbatore. To sum up the project had within the scope of the study in the area of “Customer Buying Behaviour” towards online shopping in Coimbatore for a particular time. The research measures the experiences of customers.

Defines and analyses the experiences based on key deliverables. Gains insights into Customer expectations.

OBJECTIVES OF THE STUDY

- To study the impact of advertising on consumer purchase decision with reference to consumer durable goods from wow product.
- To study various factors affecting the consumer buying process with respect to advertisements.
- To find out the consumer awareness level and usage level of cosmetics products.
- To find out factors that customers consider while purchasing cosmetics products from wow.
- To offer suggestions to the online service providers for improving services.

SCOPE OF THE STUDY

- The scope of this study is to access and evaluate various aspects of the consumer’s buying purchase intention of customers during online shopping from wow products.



- To know about the factors that influences the consumer's decision to use online shopping in Coimbatore.
- To know about the attributes that a consumers look for in the online shopping in while purchasing cosmetics form wow.
- To analyze the satisfaction level of the customers towards online shopping in Coimbatore.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present "A study on consumer buying behaviour towards online shopping in Coimbatore city".

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. 90 samples were selected by simple random sampling method. It is one of the probability sampling techniques.

NATURE OF DATA

The data was collected by using both primary and secondary data which is used for the study.

ANALYSIS OF TOOLS

It is carried out in the following ways.

- Simple percentage method
- Chi-square test
- Ranking Method
- Weighted Average

LIMITATIONS OF THE STUDY

- Due to very large size of the population, only a selected sample of customer could be contacted.

- Personal biases might have come while answer the questionnaire.
- Due to fast pace of life, some bank customers were not able to do justification to the questionnaire.
- There is some restriction to meet the customers directly.
- All the findings and observations related to service are purely based on respondents answer; the response may be due to personal factor.

REVIEW AND LITERATURE

According to a research on "Consumers' Perception on Online Shopping" (Dr.R.Shanthi, 2015) it's mostly the youngsters who are attached to online shopping whereas the senior people still prefer the traditional methods of buying the product in comparison with the young adults. However there is shift in focus where middle age people are showing interest towards online shopping as well. This study also reveals that the price of the products has the most influencing factor on online purchase.

Ganesh (2019) - In his article titled Consumers' Perception towards Brand Loyalty of Cosmetics Products -An Analysis. The author analysed that the consumers' perception towards brand loyalty of the Cosmetics product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers.

Singh and Sharma (2018) analyzed the customers' perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major Cosmetics like shampoo, powder, cream. Wow is the top brand of cosmetic which are preferred by customers.

**ANALYSIS AND INTERPRETATION****Simple Percentage Analysis****GENDER OF RESPONDENTS**

S.No	Gender	No. of respondents	Percentage (%)
1	Male	0	0
2	Female	150	100
	Total	150	100

Source: Primary Data**INTERPRETATION**

The above table reveals that 100% of the respondents are Female

All of the respondents are female

OCCUPATION

S.No	Occupation	No. of respondents	Percentage (%)
1	Business	32	21
2	Private employee	47	31
3	Home maker	29	19
4	Student	44	29
	Total	150	100

Source: Primary Data**INTERPRETATION**

The above table reveals that 21% of the respondents are business people, 31% of the respondents are Private Employee, 19% of the

respondents are Homemaker and 29% of the respondents are students.

Majority of respondents are Private Employee.

**MONTHLY INCOME**

S.No	Monthly Income	No. of respondents	Percentage (%)
1	Below Rs.20,000	15	10
2	Rs.20,001 to 30,000	36	24
3	Rs.30,001 to 40,000	51	34
4	Above Rs.40,000	48	32
	TOTAL	150	100

Source: Primary Data

INTERPRETATION

From the above table, it is found that 10% of the respondents monthly income is below Rs:20000, 24% of the respondents monthly income is Rs:20001 to 30000, 34% of the respondents monthly income is

Rs:300001 to 40000 and remaining 32% of the respondents monthly income is above Rs:40,000.

Here majority 34% of the respondents income is Rs:40,000

SOURCES OF AWARENESS

S.No	Source of awareness	No. of respondents	Percentage (%)
1	Newspaper	75	50
2	Television	18	12
3	Social media	33	22
4	Friends and relatives	24	16
	Total	150	100

Source: Primary Data

INTERPRETATION

From the above table, it is found that 50% of the respondents were aware through Newspaper, 12% of the respondents were aware through Television, 22% of the respondents were aware

through social media and 16% of the respondents were aware through Friends and relatives.

Here majority 50% of the respondents aware through newspaper.

**FEATURES OF WOW PRODUCTS**

S.No	Features	No. of respondents	Percentage (%)
1	Quality	45	30
2	Brand	30	20
3	Price	29	19
4	Other	47	31
	Total	150	100

Source: Primary Data

INTERPRETATION

From the above table, it is found that majority 30% of the respondents says Quality, 20% of the respondents says Brand, 19% of the respondents says

price and remaining 31% of the respondents says others. Here majority of the respondents says Quality as the feature.

CHI-SQUARE ANALYSIS**CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN PURCHASING WEBSITE AND PURCHASING INFLUENCE****Null Hypothesis Ho**

There is no significant relationship between purchasing website and purchasing influence

Alternative Hypothesis Ha

There is significant relationship between purchasing website and purchasing influence.

Influence	Brand	Convenience	Quality	Availability	Total
Website					
Amazon	3	16	13	6	38
Snap deal	14	16	3	8	41
Big Basket	24	35	1	0	60
Flipkart	3	8	0	0	11
Total	44	75	17	14	150

**CONCLUSION**

Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is

rejected. Hence alternate hypothesis is accepted. So there is significant relationship between purchasing website and purchasing influence.

RANKING ANALYSIS**RANKING PROBLEMS OF WOW PRODUCTS THROUGH E-BUYING**

FACTORS	I	II	III	IV	V	TOTAL	AVERAGE	RANK
Skin allergy	27	38	12	20	53	416	83.2	III
	135	152	36	40	53			
Affordable price	17	41	43	13	36	440	88	I
	85	164	129	26	36			
Quality	19	28	17	33	53	377	75.4	IV
	95	112	51	66	53			
Quantity	6	11	26	49	58	308	61.6	V
	30	44	78	98	58			
Easy availability	22	42	24	16	46	428	85.6	II
	110	168	72	32	46			

Source: Primary Data

INTERPRETATION

From the above ranking analysis, it was found that majority of the respondents Affordable price ranks I, Easy availability ranks II, Skin allergy ranks

III, Quality ranks IV and Quantity ranks V. **Majority of the respondents say Affordable price ranks I.**



**WEIGHTED ARITHMETIC MEAN
SATISFACTION WITH WOW PRODUCTS**

Factors	Satisfied	Very satisfied	Neutral	Dis-satisfied	Very Dissatisfied	Total score
Price	84	24	23	19	0	150
Quantity	48	13	27	44	18	150
Quality	55	30	33	21	11	150
Variety	19	48	37	22	24	150
Availability	37	32	41	7	33	150
Skin safety	31	66	21	15	17	150

Factors	Satisfied	Very satisfied	Neutral	Dis-satisfied	Very Dissatisfied	Mean score	Mean	Rank
Price	420	96	69	38	0	623	41.53	1
Quantity	240	52	81	88	18	479	31.93	5
Quality	275	120	99	42	11	547	36.47	2
Variety	95	192	111	44	24	466	31.07	6
Availability	185	128	123	14	33	483	32.20	4
Skin safety	155	264	63	30	17	529	35.27	3

Source: Primary Data



INTERPRETATION

The above table shows Price ranks 1, Quality ranks 2, Skin safety ranks 3, Availability ranks 4, Quantity ranks 5 and Quantity ranks 6.

Majority of the respondents ranks Price as 1.

CONCLUSION

This study gives female customer perception and behavior related to the usage of cosmetic products in India with particular reference to Wow products. It is interesting to note that along with women in India men also using large quantities of cosmetics for their personal grooming. Naturally, a person grooms himself or herself perceives that their level of confidence and happiness would increase.

The study concluded that mostly respondents are graduates from the 26-35 years age group and from Coimbatore area. Most of the factors influences the customers purchase decision in which life style and value at the top; followed by quality, personality, culture, reference group, occupation, religion, price, brand name and packaging. The study also explains the impact of the brand on the consumer mind which influences the buying behaviour of the customer in the context of cosmetics

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