

A Study on the effective advertisement programs of malabar jewellery showroom

¹ Linda Mary Simon, ² Venkatesh, ³ S Mohan Raj

¹Assistant Professor, Department of Professional Accounting, Dr.NGP Arts and Science College, Cbe-48

²Assistant Professor, Department of Management Studies, Dr.NGP Arts and Science College, Cbe-48

³Head, Department of International Business, Dr.NGP Arts and Science College, Cbe-48

Abstract

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed applied psychological theory to the field of advertising. Scott said, "Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible" He demonstrated this through his advertising technique of a direct command to the consumer. In recent days, manufacturers of jewellery have started promoting their product through several Medias of advertising to establish and expand their market. Advertising is necessary so that consumers know about the introduction of the product, its usefulness, its availability etc. In this context, the researcher felt a need to identify the influence of such advertisements on the buying behavior of the consumers.

Keywords: Advertising, Jewellery, Consumer

1. Introduction

As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising. In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles.

2. Objectives

1. To assess the media of advertisement by which the consumer is influenced for jewellery show room.
2. To know the various factors in advertisement media influencing the consumer.

3. Statement of the Problem

In this context, the researcher felt a need to identify the influence of such advertisements on the buying behavior of the consumers.

4. Scope of the Study

This study focuses to identify the consumer purchasing behavior of jewellery and also to investigate the influence of advertisement Medias like television, radio, newspaper and internet, and also identifies the influencing factors like colour, music, picture, theme, slogan, voice, content, and visual appeal etc. which influences the consumer to purchase the jewellery.

5. Limitation

- The study was limited to specific number of respondents, which didn't cover the whole population, and this can't be a total opinion of all the customers.

- The study was conducted during particular period and it is a time bound study.

6. Sampling Design

The Sampling design used for the research was non-probabilistic convenient sampling.

7. Sample Size

Sample size of 78 was selected for the research.

8. Research Design

Research design is descriptive analysis. The research is descriptive in nature.

9. Source of Data

Primary data for the research was collected in the form of structured questionnaire from general public in Coimbatore City. Secondary data for the research was collected from the journals and records. Apart from journals, web sources were also used for the research.

10. Tools Used For Analysis

Simple Percentage analysis, Chi-Square test, and Garrett Ranking method

11. Review of Literature

1. A study on impact of TV advertisements-a study of viewers in erode district, Tamilnadu, India By DR.T.VETRIVEL*;DR.A.P.MUTHULAKSHMI
*Professor & Head, Department of Management Studies, Velalar College of Engineering and Technology, Thindal, Erode says that The findings of the study clearly reveal that the advertisements have both positive and negative impact on viewers and to conclude with the lines of

Edgar. A. Shaoff “Advertising is the art of making whole lies out of half truth”

2. A study on “Attitudes toward the advertisement influences branded jewellery attitudes and purchase intentions.” by CRACIUN and MADDEY(2004) in the study says that researchers found that purchase intention is influenced by the brand specific associations (BSA) component of a brand, but not by general brand

impressions (GBI) in this study, Purchase intention and future interests are related, but future interest is more objective and doesn't involve people's consideration of their financial situation and personal interests. Therefore, future interests will be adopted as one of the dependent variables.

12. Data Analysis and Interpretation

Table 1: The Table Showing Most Effective Advertisement

Mode for advertising	Respondents	Percentage
Television	38	48.71794872
newspapers/magazine	25	32.05128205
banner/notice	8	10.25641026
Internet	7	8.974358974
window display	0	0
Total	78	100

Source: Primary Data

13. Interpretation

As seen in above table 4.16 that, out of total respondents by most effective advertisement group 48.72% of them belong to television group, followed by 32.1% belong to newspapers

/magazine, followed by 10.3% belong to banner / notices group, followed 8.9% belong to internet group, followed by window display group.

Table 2: Showing Jewellery Magazine for the Respondents

S. No	Factors	Respondents	Percentage	Likert Scale (X)	Product (FX)	Scale Value
1	Strongly Agree	10	13	4	52	0.52
2	Agree	25	32	3	96	0.96
3	Disagree	34	43	2	86	0.86
4	Strongly Disagree	9	12	1	12	0.12
		78	100			2.46

Source: Primary Data

14. Interpretation

The above said table suggests that (0.52) of the respondents strongly agreeing that Malabar jewelers allows in updating of their knowledge,(0.96) of the respondents are agreeing that Malabar jewelers allows in updating of their knowledge,(0.86) of the respondents are disagree opinion, (0.12) of the respondents strongly disagree that Malabar jewelers allows in updating of their knowledge

required to hold the present customers and make new customers

18. References

1. Indian Journal of Marketing, Consumer Perception towards Different Media Options, 2010, 34-65.
2. Indian Journal of Marketing, Perception towards Memorability of TV Advertisements, 2009, 45-65.

15. Likert scale

The calculated value (2.46) which is higher than a mean value (3) so the respondents are agreeing that jeweler's magazine allows in updating of their knowledge.

16. Findings

1. The survey revealed that, majority of the respondents 55.13% belongs to 4-6 size of the family group.
2. The survey revealed that, majority of the respondents 35.9% belongs to style / design group.
3. The survey revealed that, majority of the respondents 48.72% belongs to television group.

17. Conclusion

Jewellery business is an expanding sector where there is perpetual demand irrespective of the increase in prices. This field has many competitive players in the market which demand effective promotions by way of advertising to withstand in the market. Further promotion activities are