

A study on impact of advertisement slogans with special reference to consumer goods in Coimbatore City

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Abstract

The project entitled “A Study on Impact of Advertisement Slogans with Special Reference to Consumer Goods in Coimbatore City” is carried out with an objective to determine the relationship between advertisement slogans and the customers’ attitude in selection of the product. In Indian scenario it is proved that advertisement slogans are a special impact on the consumer durable goods. Therefore we took this as an opportunity to study the impact of advertisement slogans.

Keywords: Advertisement, Slogans, customers

1. Introduction

Advertisement is a form of persuasive communication with the public. The communication is usually one –side. One side is the advertiser and the other side is the public. Advertising is one way communication whose purpose is to inform potential customers about products and services and how to obtain them. Every major medium is used to deliver these messages, including television, Radio, Movies, Magazines, Newspapers, Video Games, Internet and billboards.

Product advertising conveys information about a product; informative product advertising builds up an initial demand for the product at the introductory stage mostly all new products are promoted by advertisement. The objective of all advertisement is to inform the public about the right product or service or idea at the right time through the right medium.

2. Objectives

1. To measure the relationship between advertisement slogans and the customers attitude in selection of the product.
2. To study whether the advertisement slogans are informative and remember able.

3. Methodology of the study

This part presents the design of the study and the approaches adopted for field study the measurement concept and the statistical procedure employed for the analysis of the data collected.

3.1 Research design

A detailed outline of general research. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

3.2 Data sources

The data were collected directly from the respondents through questionnaire. Primary data and secondary data are used for the study purpose.

3.3 Sampling size

This refers to number of respondents to be selected in Coimbatore city to constitute a sample. The study is conducted with 200 customers.

3.4 Sampling method

- Primary Data: The primary data is collected with well-structured questionnaire.
- Secondary Data: Secondary data is collected through various Books, Journals, Magazines and relevant Websites.

3.5 Review of literature

1. Raja sekar (2001): advertisement - an ideal tool for consumer persuasion. Concluded that communication to consumer about the variety of goods and services available impossible without advertisement.
2. Sumudhraj kumar (2000): Consumer attitude towards advertisement, Concluded that advertisement must concentrate more on the information and social aspects in any advertisement. Must avoid advertisement for harmful product and exploitation of women.

3.6 Limitations of the study

1. The information is highly dependent on the knowledge of the customer.
2. The sample size is limited to 100.
3. The study is limited to Coimbatore City.

3.7 Analysis and interpretation

1. There is significant relationship between reliability of slogans and remembrances among the customers.

Table 1

	X ² VALUE (CHI-SQUARE)
Calculated Value	82.167
Table Value	3.84

2. There is no significant relationship between types of slogans and media of advertisement.

Table 2

	X² VALUE (CHI-SQUARE)
Calculated Value	16.14027
Table Value	18.31

3.8 Findings

1. Null hypothesis was rejected there is a significant relationship between age and monthly income of the respondents.
2. Null hypothesis was accepted there is no significant relationship between type of slogan and media of advertisement.
3. Null hypothesis was rejected there is a significant relationship between reliability of slogan and remembrance.

4. Suggestions

1. Brand name can be included in the advertisement slogans.
2. It is suggested to include all true information regarding the product in the advertisement.
3. Most of the respondents are aware about Television advertisement. It is suggested to improve other media of advertisement.

5. Conclusion

The preferences of the respondents are not always same and it is changing in nature. Nowadays the advertisement slogans are much impressive and attractive. Advertisement slogans influence the purchasing decision of the consumer.

6. Reference

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