

## **Impact of Advertising on fairer sex: A study of Gorakhpur District**

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### **ABSTRACT:**

Today media and advertising are playing an important role in the lives of people. The market has experienced a change in the image of women from being vulnerable and submissive in the past to strong, self-dependent and confident in the present. So, women occupy a significant position in present marketing scenario and are playing an equally important role in consumer decision-making process. Keeping this fact into consideration, the authors have tried to study the impact of advertising on the urban women of Gorakhpur city.

**KEYWORDS:** advertising, women consumers, buying behavior, brand awareness

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### **I. INTRODUCTION**

Consumer is one who consumes product may be goods, services and ideas. The aim of marketing is to meet and gratify target customer's needs & wants. The modern marketing concept revolves around the customers.

Women consumers nowadays are consuming wide-ranging products. Women drive an extensive share of all consumers purchasing, through a blend of their buying power and persuades, women serve as primary caregivers for children and the elderly in nearly every society in the world. Women buy on behalf of the people who live in their household such as older parents and in-laws and friends.

As per the topic, the focus is on, impact of advertising on women consumers with special reference to Gorakhpur City. In the present time, a good number of products are created for the women. They range from FMCGs, cosmetics, healthcare products, apparels, confectionary products, books and magazine, kitchenware, electronic goods, computers, mobile phones, two wheelers etc. Such products are advertised vehemently through different media and vehicles (there are definite vehicles expressly meant for women). Along with the customary advertising media (television, radio, wall painting, hoardings etc), marketers are also using modern advertising methods like internet, infomercial and mobile advertising to influence the female customers. The study looks into that whether or not such advertising efforts are making impact on the women consumers of Gorakhpur city.

### **PROFILE OF THE STUDY AREA**

Gorakhpur district which forms part of the eastern region of Uttar Pradesh lies between 20° 50' and 26° 20' latitude and 83°25' and 84° 20' east longitude, stretching over an area of 3484 square kilometers. The central region of the district comprising the Gorakhpur city and its adjoining areas is relatively developed both in agricultural and industrial sectors. The city of Gorakhpur popularly known for Gorakhnath Temple and Geeta Press is located along the banks of river Rapti in the state of Uttar Pradesh. Gorakhpur is the headquarters of North Eastern Railways. As per Census 2011, Gorakhpur had population of 4,440,895 of which male and female were 2,277,777 and 2,163,118 respectively. Average literacy rate of Gorakhpur district is 70.83 percent (Male 81.8%, Female 59.36%). Considering the above mentioned data, it can be said that Gorakhpur is a city having a lot of market potential. Keeping all this in mind, the authors have selected the city for this study.

### **II. REVIEW OF LITERATURE**

According to **American Marketing Association (1960)**, advertising is "any paid form of non-personal presentation of idea, goods or service by an identified sponsor".

According to **William J. Stanton**, “advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. The message called an advertisement is disseminated through one or more media and is paid for by the identified sponsor”.

According to **Business Dictionary**, advertising media are the various means such as billboards, magazines, newspapers, radio, television, and internet by which promotional messages are communicated to the public using words, speech, and pictures.

According to **Krugman, H.E. (1965)**, television advertising does not always change the attitude of the consumers in favour of the product.

**Vakratsas & Ambler (1999)** concluded that the advertising goal is to work to influence the affective, cognitive and behavioral spaces causing unintended effects on society.

**Sung-Joon Yoon et al (2001)** compared the differences between the internet and traditional media and determined product characteristics that are the most influential in the choice of internet advertising, and, identify product-related factors responsible for media use.

**Helen Katz (2008)** stated that media help fulfill two basic needs: it informs and it entertains.

The study conducted by **Joongha Ahn et al. (2012)** reveals that advertisements which use new kinds of media can positively influence consumers.

According to **Mamta Yadav et al (2020)**, there are different entertainment media options available in front of the marketers to gain the attention of the consumers.

### OBJECTIVES OF THE STUDY

1. To study the media awareness and preferences among urban women.
2. To know the degree of involvement of women in purchase decision of consumer products.
3. To know the advertisement content preferred by the women consumers.
4. To study the impact of advertisement on purchase decisions.

### III. DATA AND METHODOLOGY:

This study is based on the primary data and was conducted at Gorakhpur city. The study has been conducted on the female respondents of Gorakhpur city who are exposed to advertisements and are using various consumer durable products like Home & Kitchen appliances, vehicles, consumer electronics etc. A total of 234 female respondents were contacted, out of which 200 questionnaires were found to be correct. Data were collected through questionnaire method and questions were asked from them regarding the various advertising media they know, consider and prefer before they go for the purchase of consumer durable products.

The collected data is analyzed through descriptive statistics like frequency distribution and percentage using SPSS which has been used to describe the awareness and preference of advertising media among the women consumers.

### IV. RESULTS AND DISCUSSION:

According to **Table 1**, 72% of the urban female consumers like advertisement as compared to just 28% who dislike advertisements.

It is clear from **Table 2** that 60% or more than 60% respondents were aware of the available media options like television, radio, newspapers, magazines, mobile phone, internet and outdoor media. All the 200 respondents i.e. 100% confirmed that they are familiar with television media whereas 86% of the respondents were familiar with newspaper as an advertising media. Mobile phone is also gaining prominence as an advertising media very rapidly as 80% of the respondents (same as radio) are familiar with advertising done through mobile phones.

**Table 3** shows that around 40% of the women prefer watching advertisement on television as compared to 30% who prefer internet advertising as compared to other media advertising. Radio is preferred by only 4% of the women of Gorakhpur district.

According to **Table 4**, all respondents (60%) had accepted that Television is the best media for advertising consumer products followed by Print (77%), Internet media (74%) and Outdoor Media (60%). Radio is perceived as the least preferred media for advertising these products.

Around 52% i.e. 113 out of 200 women accepted that they mostly or always are involved while taking a purchase decision related with consumer durables (**Table 5**).

**Table 6** clarifies that, 64% (128 respondents) agreed to the fact that advertisement influences their purchase decision.

As per **Table 7**, only 34% respondents accepted that they make their purchase decision for purchasing consumer products only on the basis of advertisement whereas majority of respondents i.e. 66% denied that they make their purchase decision only on the basis of advertisements.

Around 62% respondents (124 respondents) were of the view that sometimes advertisements upset their budget whereas only 20% (40 respondents) said that advertisements mostly disturb their expenditure budget on consumer products (**Table 8**).

54% respondents also accepted that advertising creates brand switch behavior proving the impact of advertisement on purchase behavior (**Table 9**).

When asked about the preferred content in advertisements (**Table 10**), around 42% women of Gorakhpur city prefer those advertisements which are rich in story/drama as compared to 32% which prefer advertisements showing full features of the product for promoting the products under study. It means that around 74% of the females prefer television advertisements. Advertisements which includes ‘Words with still pictures’ i.e. print advertisements and which includes ‘Words with sound’ i.e. radio advertisements are not very famous among these urban women.

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**Table 1: Liking of Advertisement**

Particulars	No. of respondents	%of respondents
Yes	144	72%
No	56	28%

**Table 2: Awareness level of various Media of Advertising**

Particulars	No. of respondent	%of respondents
Television	200	100%
Radio	160	80%
Newspapers	172	86%
Magazines	128	64%
Mobile phones	160	80%
Internet	148	74%
Outdoor Media	120	60%

**Table 3: Most preferred Media of Advertising**

Particulars	No. of respondents	%of respondents
Television	80	40%
Internet	60	30%
Print (Newspapers/Magazines)	52	26%
Radio	08	4%

**Table 4: Best media for advertising consumer products**

Particulars	No. of Respondent	%of Respondent
Print (Newspapers/Magazines)	154	77%
Television	200	100%
Radio	20	10%
Internet	148	74%
Outdoor Media	120	60%

**Table 5: Involvement of women while taking purchase decision**

Particulars	No. of Respondent	%of Respondent
Mostly	45	22.5
Always	58	29
Sometimes	30	10
Never	67	23.5

**Table 6: Does advertisement influences your purchase decision**

Particulars	No. Of respondents	% of respondents
Yes	128	64%
No	72	36%

**Table 7: Purchase decision done primarily on the basis of advertisements**

Particulars	No. of Respondent	%of Respondent
Yes	68	34%
No	132	66%

**Table 8: Adverse impact of advertisements on consumer budget**

Particulars	No. of respondent	%of respondent
Sometimes	124	62
Mostly	40	20
Never	36	18

**Table 9: Advertisement promotes Brand switching behaviour**

Particulars	No. of respondent	%of respondent
Yes	92	46
No	108	54

**Table 10: Type of content preferred in advertisements of consumer products**

Particular	No. of Respondents	%age of Respondents
Advertising showing a story/drama	84	42
Advertising showing full features of the product	64	32
Words with still pictures	36	18
Words with sound	16	8

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