



EFFECT OF ADVERTISEMENTS ON CONSUMERS' PURCHASE DECISIONS TOWARDS EMULSION BRANDS

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ABSTRACT: In present market scenario, advertisements have become the major platform to create awareness among people and they are the important source for consumers to collect information. Purchase decisions related to emulsions is affected by many factors and advertisements play an influential role affecting minds of consumers indirectly influencing them to make purchase decisions. The present study aims to know the effect of advertisements on the purchase decisions of consumers while purchasing emulsions. The study also analyses different factors affecting the purchase decision of consumers.

The paper uses a descriptive research design where a structured questionnaire is used to collect responses from 136 respondents of Surat. The data was analysed and interpreted using ANOVA in order to find the significant difference between the variables.

The survey result shows that Asian Paints is the top most brand having the most memorable advertisement line. According to majority of respondents, advertisements affects their purchase decision to a huge extent. Apart from advertisements, factors like quality of paints, price of paints, availability, brand name and income level also affects the purchase decision of consumers.

Keywords – Emulsion, Advertisement, Purchase Decision, Quality, Price, Availability, Brand name.

INTRODUCTION

Advertisements provide the major platform to inform as well as influence the general public to buy a product or service. The product or service is advertised to create awareness in minds of potential buyers. The present scenario is of mass production and distribution and advertisements serve as a powerful tool in marketing process. There are various paint brands available in the market such as Asian paints, Berger paints, Indigo, British paints, Deluxe Paints, Shalimar Paints and many more. Now to maintain the market share and influence the consumers different brands come up with different types of advertisements to attract the consumers. They showcase the variety of colours and shades they have and story of beautiful houses to build an emotional relationship with the consumers. Companies come with series of advertisement, so viewers don't forget brand name and have a good recall of the brand. This way advertisement tries to connect with consumers and have a large effect on their

purchase decision. Good and appealing advertisements can easily change or affect purchase decisions. This study aims to know the effect of these advertisements on purchase decision of customers.

Each company offers different varieties of colours and shades, different variety of paints and different services. All the people are not aware of all brands available in the market and in such case advertisements play crucial role in creating awareness and showcasing varieties of products and services. Brand name also has a major impact on customers. Awareness plays a vital role here. Local brands doesn't experience higher sales as people are not aware about the variety and types of paints available with them. Apart from advertisements, there are other factors like price of the paint, quality and the ease of availability which also affect the purchase decision of any customer. Income level of customers directly affect the purchase. Brand name also is one of the significant factor that can have a major impact on choice of purchase. The second objective is to find the factors affecting the purchase decisions.

LITERATURE REVIEW:

In many purchase environments, consumers use information from a number of product categories prior to making a decision.(Russell et.al,1999). According to Indian Paint Association report (2007), there is a great shift in the consumer purchasing pattern towards various paints. The consumers are upgrading from buying distempers to emulsions i.e. they prefer top brands compare to local brands leads to increase in demand of branded paint. According to Meerwein et.al (2007), trends in fashion and consumer goods might in fact be prepared and strategically planned for the economy, but this would be erroneous in the field of architecture or interior design. This shows that consumers are now demanding more colour and variants and especially good quality paints. Now to cater the needs, companies come up with unique advertisements to influence the purchase decision of consumers. There are many different purchase environments, consumers before purchasing tries to collect information from these environments. These are multi category and related to each other and presence of one brand affects the other in terms of demand, quality and price. (Bouras et.al, 2016).

Indian co summers are becoming more adventurous and experimental in use of paints and traditional ideas are given up in order to finding new options. Performance and quality is the most influencing factors while choosing the paint and painters are the influencers in decision making as painters surrogate consumers in the market. (Arsel, & Bean, 2012)

Colour is the significant part for any Indian family and they are very choosy and conscious about their house should look. Apart from beautiful house, they are also concern about the benefits and health issues while decision making. Therefore companies have taken this business very seriously and try to offer what consumers want and become a major reason for the change in the Indian paint industry. (Meerwein et.al, 2007).Other important factor affecting consumers' preference is the

quality of the product. Quality of the product is becoming an important competitive issue. (Garvin & Quality, 1984).

In paints, there are certain categories of products which require special knowledge for making decision, lack of which make consumers influenced by influencers like dealers, painters and agents. Now some of these influencers have accurate and complete information and help consumers in the right way and some for their own personal interest. So these influencers become important factor in purchase decision. (Kuusik, 2007) According to recent article in the Economic Times, Indian paint industry expected to grow at 10% in the current year 2018-2019, after steady growth in the last financial year.

OBJECTIVES OF RESEARCH

There are many paint brands available in the market and in order to attract the consumers these brands comes up with unique advertisements. This research emphasis on following objectives:

1. To know the effect of advertisements on purchase decision of consumers.
2. To know the factors affecting purchase decisions of consumers.
3. To find the difference between the effect of factors on males and females.
4. To find the difference between the effect of factors on age groups.

RESEARCH METHODOLOGY

Sample / Survey:

The research paper uses quantitative approach of data collection by using descriptive research method. For collecting the responses, a well-structured questionnaire was prepared containing 13 questions relating to different parameters. The sample size of 136 was calculated and primary data was collected by following stratified random sampling by collecting equal strata of males and females and equal strata of age groups. (Beri, 1997).

Variable categories: 11 questions were asked under 4 different categories of variables

Variables:

The study used four different categories of parameters i.e. factors affecting purchase decisions, type of paint preference, brand preference and modes of collecting information about paint. The questionnaire uses five point scale.

Hypothesis:

The aim of the study is to know the effect of advertisements on purchase decision of consumers and impact of factors like quality, price of paint, availability of paint, brand name and income level in choosing a brand. The study addresses following hypothesis:

H₀₁: There is no significant difference between the factors affecting the purchase decisions over gender

H₀₂: There is no significant difference between the factors affecting the purchase decisions over different age groups

Sample profile

The data is collected from 136 Respondents out of which 78 are males and 78 are females. Equal number of responses were collected from all the age groups. All the responses are collected from Surat (Gujarat).

Measures

Different questions were asked in order to know the preference of consumers towards various paint brands and factors affecting their purchase decision. A five point Likert scale is used in the questionnaire to know the impact of factors

Analytical Procedures

The survey conducted, asked respondents about preference of paint brands and the factors affecting their purchase decisions. Following figures show the effect of these factors on customers' purchase decisions. – Quality of paint, price of paint, availability of paint, brand name and income level out of which price and income level are the most important after the advertisement.

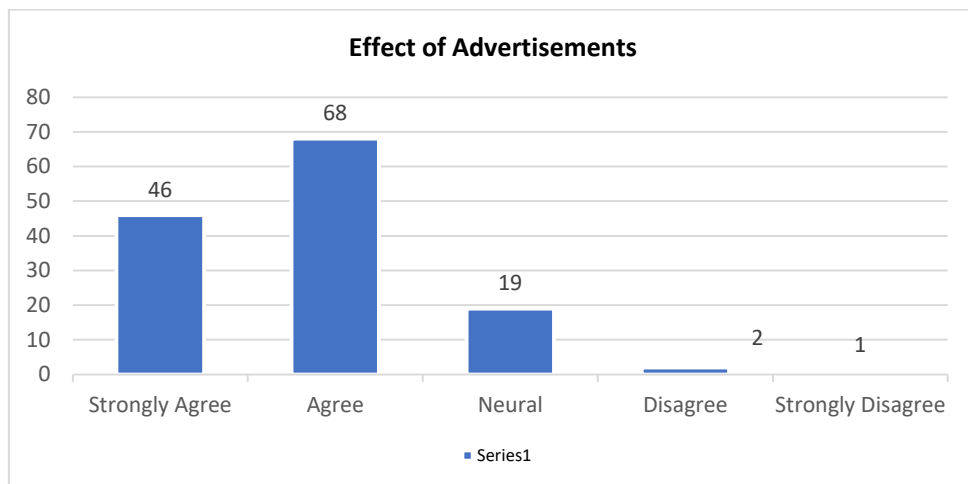


Fig:1 Responses on Effect of Advertisements

The above figure shows that around 104 of the respondents believe that advertisements play a major role in making purchase decisions.

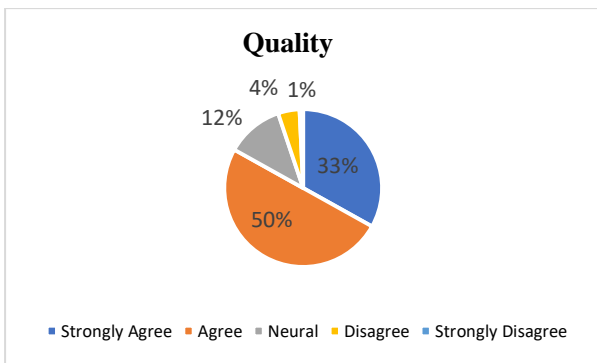


Fig 2: Responses for Quality affecting Purchase

The above graph shows that majority of respondents use quality as factor in purchase decisions.

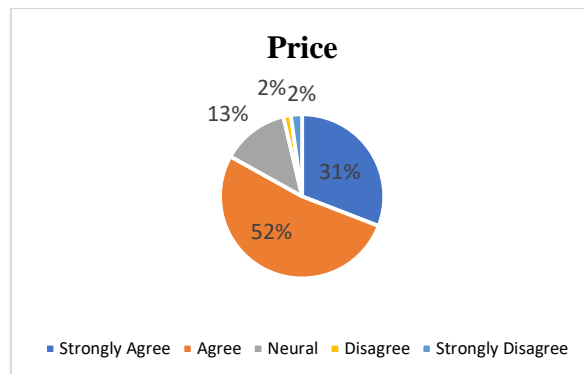


Fig 3: Responses for Price affecting Purchase Decision

The above graph shows that majority of respondents consider price before taking

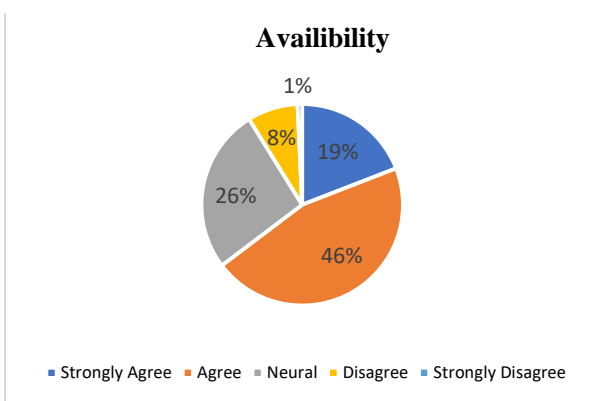


Fig 4: Responses for Availability affecting Purchase Decision

Figure 4 above depicts that 65% of the respondents agree that availability of the emulsion paint plays a major role in purchase decisions. If a particular type of paint is easily available then this will increase the chance of buying it. There are 72% of the respondents who believed that known emulsions are always on top in their buying lists. Local or less known brands are very rarely considered by customers for purchase.

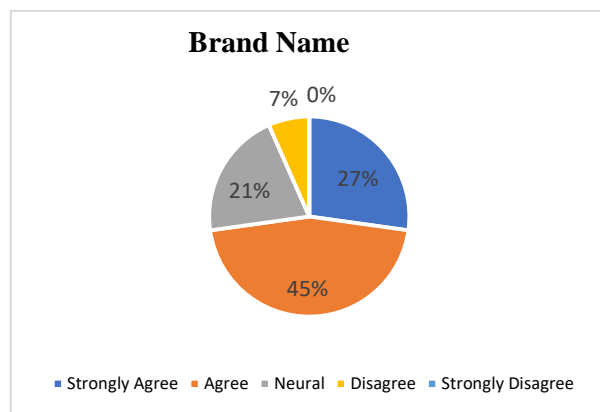


Fig 5: Responses for Brand Name affecting Decision

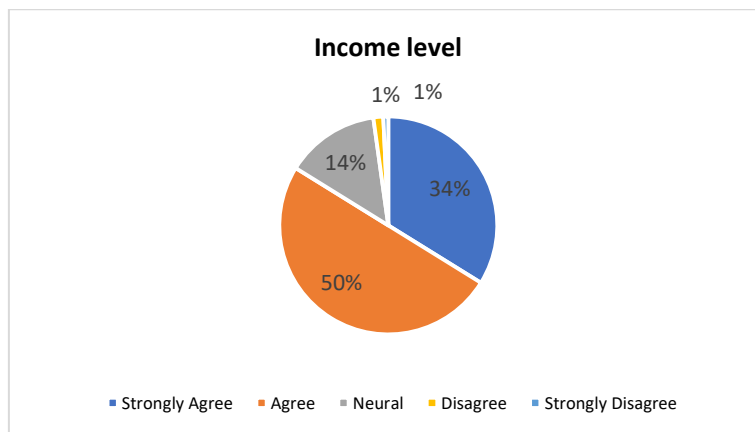


Fig:6 Responses on Income level for purchase decisions

Around 84% respondents said that before buying a specific paint depends a lot on the cost of it. It is their income level which is the most dominant deciding factor in buying a specific paint.

Data Analysis:

To check the assumptions and to know the significance difference between variables, ANOVA (Analysis of variance) was applied and following results are obtained: for the first hypothesis.

H₀₁: There is no significant difference between the factors affecting the purchase decisions over gender

H_{a1}: There is significant difference between the factors affecting the purchase decisions over gender

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Sample	70.31851852	44	1.598148	1.876086957	0.002199	1.44395
Columns	22.53333333	1	22.53333	26.45217391	7.01E-07	3.89364
Interaction	55.8	44	1.268182	1.488735178	0.037331	1.44395
Within	153.3333333	180	0.851852			
Total	301.9851852	269				

Table: 1 Showing ANOVA results for Gender

Here, the p value for columns is .000000701 which is less than 0.05 which shows that alternate hypothesis is accepted. This says that there is significant difference between the factors affecting the usage of emulsion paints. Also the sample p value is 0.002 which is again less than 0.05 which shows that there is significant difference between the factors affecting the usage of emulsion paints over gender. Also, from the research it is evident that males mostly see price and availability of paints while females check quality and brand name before making purchase decisions. So, there is a significant difference between the purchase decisions and the factors affecting purchase decisions over males and females.

The second hypothesis is:

H₀₂: There is no significant difference between the factors affecting the purchase decisions over different age groups.

H_{a2}: There is no significant difference between the factors affecting the purchase decisions over different age groups.

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Sample	46.125	35	1.317857	1.311784	0.136422	1.505009
Columns	23.33796	1	23.33796	23.23041	3.61E-06	3.906849
Interaction	39.8287	35	1.137963	1.132719	0.299434	1.505009
Within	144.6667	144	1.00463			
Total	253.9583	215				

Table: 2 Showing ANOVA results for Age groups

Here, the p value for columns is .0000036 which is less than 0.05 which shows that alternate hypothesis is accepted. This says that there is significant difference between the factors affecting the usage of emulsion paints. But, the sample p value is 0.136 which is more than 0.05 which shows that there is no significant difference between the factors affecting the usage of emulsion paints over age groups. This means that though the factors affect the paint choice but there is no specific difference in use of factors by different age groups in purchase decisions.

CONCLUSION

Purchase decision of emulsion paints is not only determined or affected by one factor but a group of factors affect it. Advertisements plays a crucial rule for creating awareness and become a major reason of choosing a paint brand. According to the study 81% of respondents rely on advertisements for collecting information and then take decisions of purchase. The study also revealed that Asian paints is the most preferred paint brand has the most memorable advertisements. Majority of respondents prefer top brands compared to local brands and 57% of respondents prefer oil paint to paint their house. According to 84% of respondents, among five factors under study, income level is the main factor after advertisements affecting the purchase decision of consumers. There is no significant difference between the impacts of the purchase decision factors on age group though it affects the gender dominantly. Males prefer oil paint while females prefer acrylic distemper more. Males prefer top brands while females prefer both local and top brands.

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