“TO ANALYZE THAT ADVERTISEMENTS BOOST UP THE STANDARD OF LIVING OF THE SOCIETY TOWARDS THE BRANDS OF CONSUMER’S GOODS - A STUDY CARRIED OUT AT BHIWANI DISTRICT”

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ABSTRACT
After the introduction of New-Economic Policy in 1991 by the then Finance minister Dr. Man Mohan Singh, the total scenario of Indian economy has undergone a significant change. The new economic policy has given greater priority to liberalization and globalization. With the advent of these two concepts a number of MNCs have entered the Indian market in various economic activities and as a result a battle has started for greater market in various economic activities and battle started for greater market coverage as Indian market is constituted of both rural and urban sections. To carve their market share, these MNCs have to understand and change the mindset of consumers and their perception which will bring about a total change in their buying behaviour. These changes can be possible only with the help of effective advertising as it is a significant tool which can bring about the required kind of change in perception, attitude and buying behaviour of consumers. The more effective is the advertisement, the greater impact there will be on the buying behaviour of consumers. Advertising is a mirror of society, reflecting people tastes habits and desires. Although advertising is a big tool that big business houses use to great advantage, it can be a powerful force for the small business owner as well. Nothing except the Mint can make money without advertising. Mass production and mass distribution totally depend on all forms of advertising and publicity. We can tell numerous people about a product or service in the quickest time interval at the lowest possible cost. Advertising by facilitating mass production and mass distribution has provided immense employment opportunities to people. It is responsible for creating and delivering rising standard of living to innumerable people. It has made possible tremendous industrialization and economic development in many countries. It is the backbone of modern national and international marketing. Modern advertising informs guides, educates as well as protects buyers, so that they can buy intelligently and raise their standard of living. It is the tool supplemented by salesmanship and sales promotion. Advertising is to business what steam, electric or nuclear energy (motive power) is to industry.

KEY WORDS : Advertising, Brand, Consumer, Consumer goods.
INTRODUCTION

It is a matter of everybody’s observation that hundreds of products are newly added to be sold in the market. The arrival or existence of these goods must be known to the consumers so that they can take interest and if found suitable to their needs and wants they can go for ultimate purchase. This purpose is served through advertisement. Advertising is a social mirror of society, reflecting people’s tastes, habits and desires. Advertising is virtually everywhere in daily life, and its forms and roles are both contested and admired. Some see advertising as both the mirror and the maker of culture: its words and images reflect the present and the past even as they contribute new sounds and symbols that shape the future. It is believed that no business can survive without advertisement. Therefore, advertisements are must. Advertising decision is a very critical decision because it may affect the whole marketing strategy. Advertising has now a days become a part and parcel of the commercial life. In ancient times, advertising was not known because marketing was almost entirely unknown. Whatever was produced was consumed easily. There was no surplus. With the development of civilization and social needs, extra production was achieved, which was sold to other persons. This marked the beginning of marketing, which was carried to potential consumers by well-composed information known now as advertisements.

Advertising is not developed in vacuum; it is one key element in the process of marketing. Businesses, individuals, governments and non-profit organisations all develop products to satisfy customers, the people or organisations that purchase a product and advertising helps persuade customers to select one product rather than another. Advertising plays an important role rather than limited role in marketing. It can be used to promote a product's many advantages, but it does not determine which features will satisfy people's needs. Advertising is a business of ideas. Whether or not you consider yourself creative, you must respect the creative process and understand how to work with and inspire creative people. Although some observers at the turn of the century believed advertising to be "a mirror of life", others complained of being bombarded with ads every day. Over the centuries, the evolution of advertising has been closely tied to social, economic and technological changes that have affected the media and the message. Due to the widening gap between producers and consumers as people moved away from their villages and crafts people had less personal contact with their customers. To bridge this gap and to stimulate the demand they needed to sell the larger quantities they were producing. Due to advertising business turned too quickly and easily reached to many potential customers. Advertising makes purchasing easier for consumers. It provides necessary information to the consumers about the place of availability of goods, prices, utility, points of superiority, standard of quality, relative merits, etc. Selection and purchasing of goods by the consumers become much easier by advertising. It educates the consumers by providing knowledge about the new products or the new uses of existing products. It helps in the replacement of old habits and traditions by new and better methods and goods. It improves their standard of living. Manufacturers generally advertise their products by brand names to economize in the cost of advertisements and to create goodwill for their products. It tends to create confidence amongst the buyers about the quality of the goods advertised. The business is also forced to maintain quality to retain its customers. It helps a manufacturer to establish direct link with the consumers. He makes a direct appeal to the consumers and influences their buying habits. He can eliminate middlemen and undertake direct sales to the customers, who would be able to get better quality of goods at cheaper costs. It leads to increase in production and turnover. Large scale production and sales help in reducing the cost of production and distribution of goods. It brings about reduction in the selling prices of the goods in every part.
Advertising promotes consumer satisfaction. It helps them to select the more useful, cheaper and better quality products. The prices of the same type of product may vary from producer to producer. Advertising helps people to choose the best and the cheapest goods. Life style and value systems are modified by advertisements. In India, the materialistic attitudes have won over spiritual thinking through advertisement.

**REVIEW OF LITERATURE**

The ensuing text seeks to review the existing literature for the purpose to define the problem precisely and crystallise its objectives. This not only helps in setting the direction for the research but also broadens the mental horizon and the vision of its implications.

Young, advertising practitioners have recognized the importance of setting objectives and measuring the effectiveness of messages using all three criteria, C and A and B, rather than just one or two of them.

It is essential that the impact of the message be such that it gains and maintains the attention and interest of the target market. This can be achieved in different ways such as using the product in a normal setting, depicting a lifestyle that fits the product, creating a fantasy around the product, making use of mood or images that illustrate beauty, love or serenity, displaying a personality symbol that represents the product, employing a technical expertise showing the product, or by means of scientific or testimonial evidence Kotler nevertheless, authors such as Fugate rely on the ability of humour as to attract attention, increase comprehension and credibility as well as enhance liking.

Doole and Lowe identifies international marketing culture as “the sum total of learned beliefs, values and customs that serve to direct consumer behaviour in a particular country market”.

People’s culture will have an effect on their attitudes and actions Johnston and Beaton and as stated by McAuley as well as by Javalgi and White only by understanding the importance of the cultural factors, international marketing will be successful forth.

Eagley, Wood, and Chaiken have identified two types of bias which could influence recipients' causal attributions. First, recipients may believe that the communicator might have knowledge bias. That is, the communicator's knowledge of message-relevant information is not veracious. Second, the communicator might have a reporting bias. That is, the communicator is unwilling to communicate an accurate representation of reality. Research has provided support for this framework.

Lamb argues that effectiveness depends on achieving the main purpose of advertising; that is, to garner sales or influence purchase decisions.

Morgan and Pritchard state that all the reasons to evaluate advertising effectiveness are comprised in the following stages: awareness of the product by the target market; comprehension of the features and benefits of the product by potential customers; acceptance that the product can meet their needs; purchase, motivates the customer to act or to buy and; the reinforcement, to confirm customers’ choices.

**OBJECTIVES OF THE STUDY**

The present study attempts to:

(i) study that advertising changes and influence the personality of a human being;
(ii) analyze that advertising improves social, moral and business ethical values among the society;
(iii) examine that advertisements have greater impact on our minds;
(iv) analyze that advertisements boost up the standard of living of the society.
HYPOTHESES OF THE STUDY

H₁: There is a significant difference among the respondents towards the impact of advertising on consumers’ lifestyle;
H₂: There is a significant difference among the respondents towards the social, moral and business ethical values among the society;
H₃: Advertisements have greater impact on consumer’s minds;
H₄: There is a significant difference among the respondents towards the impact advertisement and improvement in standard of living.

RESEARCH METHODOLOGY

Universe of the study and survey population

In the present study, the existing and potential customers of consumer goods or FMCGs in the district Bhiwani of Haryana are considered as a unit of analysis. Further, it is restricted to four FMCGs like Toothpaste, Shampoo, Detergent Powder and Soaps, which are treated as consumer goods as a whole.

Research design

Initially, study used exploratory design to get the objectives clearly defined and to formulate the hypotheses. Afterwards, the research used descriptive design by forming a structured questionnaire and surveying 300 respondents from the locale of Bhiwani in Haryana.

Sampling plan

The sampling was done on the random basis. For selecting the sample convenience sampling was used. Key informants included the users of FMCGs. Questionnaires were filled by personal interviews from each respondent.

Data collection

An extensive literature review facilitated theory development and item generation. The literature search includes several journals, articles, books, newspapers and business magazines. So the principal data collection methods used were combination of the analysis of the literature, statistical data from secondary sources, questionnaire survey and the content analysis. The term ‘content analysis’ means information analysis of the key events of an industry recorded in reports, research papers, compendium, and handbook of statistics, business magazines, newspapers and Internet.

To answer the research questions (objectives of the study) and to verify/test the tentative answers (hypotheses of the study), the required information is identified. Then, questionnaire was developed, which was the main instrument used to collect the required information. The qualitative data was collected using scaling techniques on a 5-point Likert scale. The values on the scale signify a continuum from ‘1 to 5’ as anyone of the below mentioned rows:
1. Strongly Agree,
2. Agree,
3. Indifferent,
4. Disagree,
5. Strongly Disagree.
A total of 300 respondents (sample using convenience sampling) were contacted personally during survey in the Bhiwani district of Haryana state; out of which 227 respondents responded positively and provided the required information and gathered 227 filled questionnaires from them. Secondary data was collected from different previous research studies, including several journals, compendium, and handbook of statistics, articles, books, newspapers and business magazines. Furthermore, Internet is also used for gathering worldwide information. During the course of editing of the questionnaires, the number 227 in terms of questionnaires was further reduced by 29, when it was discovered that the information recorded in the questionnaires was incomplete and highly inconsistent on one or the other count. Therefore, 198 questionnaires were finally considered for further processing of the data and final analysis.

**Analyses pattern: **Dependent and Independent variables

There are five independent variables like gender, age, income, occupation and education. The dependent variables used to operationalise advertising effectiveness are: (a) Attitude towards the ad; (b) Attitude towards the brand.

After collection of data through various sources, different techniques have been used for the analysis of data. A set of simple techniques of statistical analysis such as average, weighted mean, percentage, cumulative percentage, ranking and standard deviation, has been used. Wherever appropriate and to test the hypotheses, Chi-square, Correlation and ANOVA have been used. Furthermore, graphical presentation is also done for its easy grasping. Most of them are obtained with the help of the computerized packages SPSS (16.0 version); and Microsoft Office Excel 2007. Interpretation of data is based on rigorous exercise aiming at the achievement of the objectives of the study and findings of the existing studies.

**ANALYSIS OF DATA:**

<table>
<thead>
<tr>
<th>Goods</th>
<th>Toothpastes</th>
<th>Shampoos</th>
<th>Detergent Powders</th>
<th>Soaps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variables</td>
<td>Mean</td>
<td>Std. Deviation</td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Behaviour</td>
<td>1.56(2)</td>
<td>.984</td>
<td>1.73(3)</td>
<td>.958</td>
</tr>
<tr>
<td>Attitude</td>
<td>2.21(2)</td>
<td>.876</td>
<td>2.19(1)</td>
<td>.722</td>
</tr>
<tr>
<td>Perception</td>
<td>2.65(2)</td>
<td>1.060</td>
<td>2.68(3)</td>
<td>.933</td>
</tr>
<tr>
<td>Habits</td>
<td>3.10(3.5)</td>
<td>.954</td>
<td>3.05(1)</td>
<td>.989</td>
</tr>
<tr>
<td>Desires</td>
<td>3.66(4)</td>
<td>1.284</td>
<td>3.65(3)</td>
<td>1.260</td>
</tr>
<tr>
<td>Average of Ranks</td>
<td>2.7</td>
<td></td>
<td>2.2</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Rank in parenthesis.

**Source: Survey.**

Being advertising a source of awareness may influence the lifestyle of the consumer. In this regard, the Table 1.1 is prepared to know the degree of impact on advertising on lifestyles of the respondents or the consumers of FMCGs like toothpaste, shampoo, detergent powder and soaps. The table depicts that advertisements of FMCGs change the behaviour of the consumers of soaps followed by toothpaste, shampoos and detergent powders having the mean values: 1.52, 1.56, 1.73 and 1.77, respectively. Further, it is observed that attitude is the
second component of personality of a person which is influenced by advertisements followed by attitude, perception and habits. Whereas, desires are least concerned that may be changed with the impact of advertisement. It means desires remain unchanged or there is no impact of advertisement on desires of the consumers. On the basis of average of ranks, it may be concluded that the degree of impact of advertisement on consumers is maximum in case of soap users followed by toothpaste, shampoo and detergent powders. On the basis of majority of responses, the hypothesis may be accepted that there is a significant difference among the respondents towards the impact of advertising on consumers’ lifestyle............................................. $H_1$

Table 1.2

<table>
<thead>
<tr>
<th>Nature of Response</th>
<th>No. of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>23</td>
<td>11.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>135</td>
<td>68.2</td>
</tr>
<tr>
<td>Indifferent</td>
<td>23</td>
<td>11.6</td>
</tr>
<tr>
<td>Agree</td>
<td>14</td>
<td>7.1</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Mean 2.37
Standard Deviation 0.843
$\chi^2 = 284.172$, df=4 at 0.01
Asymp. Sig. .000

Source: Survey.
Table 1.2 depicts the responses given by respondents regarding the role of advertisements to improve or boost up the moral, social and ethical values among the society and found that ninety-one percent respondents disagreed with this statement. Whereas, only nine percent are of the opinion that advertisements plays a vital role to boost-up such values. On the application of Chi-square test, it is found that there is a significant difference among the opinions of respondents that advertisements enhance the moral, social and ethical values among the society with the acceptance of hypothesis at 1 percent significance level.........................................................$H_2$

Table 1.3

<table>
<thead>
<tr>
<th>Nature of Response</th>
<th>No. of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>35</td>
<td>17.7</td>
</tr>
<tr>
<td>Agree</td>
<td>101</td>
<td>51.0</td>
</tr>
<tr>
<td>Indifferent</td>
<td>41</td>
<td>20.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>21</td>
<td>10.6</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Mean 2.37
Standard Deviation 0.843
$\chi^2 = 284.172$, df=4 at 0.01
Asymp. Sig. .000
Source: Survey.
Table 1.3 figures that four-fifth respondents agreeing that the advertisement of various consumer goods changes the thinking styles of consumers; whereas, one-tenth people are of different opinion. The value is also accepting the statement at 1 percent significance level that all the customers are of the same opinion regarding the change in thinking style due to advertisements

<table>
<thead>
<tr>
<th>Nature of Response</th>
<th>No. of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>6.1</td>
</tr>
<tr>
<td>Disagree</td>
<td>133</td>
<td>67.2</td>
</tr>
<tr>
<td>Indifferent</td>
<td>24</td>
<td>12.1</td>
</tr>
<tr>
<td>Agree</td>
<td>26</td>
<td>13.1</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>100.0</td>
</tr>
<tr>
<td>Mean</td>
<td>2.37</td>
<td></td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.843</td>
<td></td>
</tr>
</tbody>
</table>

χ² = 284.172, df=4 at 0.01
Asymp. Sig. .000

Source: Survey.
After applying the Chi-square test, it is found that there is a significant difference among the opinions of respondents that advertisements lift the standard of living of the society with the acceptance of hypothesis at 1 percent significance level............................. H₄

CONCLUSIONS
1. It is found that advertisements of FMCGs change the behaviour of the consumers of soaps followed by toothpaste, shampoos and detergent powders having the mean values: 1.52, 1.56, 1.73 and 1.77, respectively. Further, it is observed that attitude is the second component of personality of a person which is influenced by advertisements followed by attitude, perception and habits. Whereas, desires are least concerned that may be changed with the impact of advertisement. It means desires remain unchanged or there is no impact of advertisement on desires of the consumers.
2. It is found that ninety-one percent respondents disagreed with this statement. Whereas, only nine percent are of the opinion that advertisements plays a vital role to boost-up such values.
3. Four-fifth respondents agreeing that the advertisement of various consumer goods changes the thinking styles of consumers; whereas, one-tenth people are of different opinion. The value is also accepting the statement at 1 percent significance level that all the customers are of the same opinion regarding the change in thinking style due to advertisements.
4. Nearly seventy percent respondents are not agree with the statement that advertisement boost the standard of living that they are not agree with this statement. Whereas, 12.1 percent are of indifferent opinion, if both the values are clubbed together than it may be concluded that four-fifth respondent are not in favour of this view that the advertisements are having a positive role among the social development.
At the end, it may be provoked that advertisements may not improve or boost up the moral, social and ethical values among the society as well as standard of living of the society. But advertising has the power to persuade, the power to influence the mind and shape destiny. It has the power to change markets and improve profit margins. Advertising has short-term power (conveying new information, building awareness, enhancing credibility, etc.) and long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.). The great power of advertising is seldom achieved in practice, but we can’t give up. The potential and the promise are too great. The companies that master the creative guidance and the testing systems to consistently develop and deploy great advertising will own the future and the fortunes that go with it. Great advertising is a cloak of invincibility. Therefore, advertising must be more effective. To create effective advertising, the following steps may be considered:

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